



## **CASE REPORT**

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| 1. Complaint reference number | 226/03   |
| 2. Advertiser                 | The Smith's Snackfood Company Ltd (Doritos Dippas) |
| 3. Product                    | Food   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination      | Tuesday, 8 July 2003                               |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a domestic scene in which two young women are eating Doritos and evidently discussing men. One asks: “Is he well equipped?” and goes on to say that it is possible to tell “from the size of his hand.” At that point the doorbell rings and ‘Andrew’ arrives. When he is offered a Dorito, he takes one with a very small hand, to the obvious concern of one of the women and to the humour of the other. The advertisement ends on a depiction of the product and a voiceover-supported superimposed caption reading: ‘Wherever, Whenever.’

## **THE COMPLAINT**

Comments which the complainant/s made regarding this advertisement included the following:

*“My son is about to turn 13 and was born with Poland Syndrome, that is a condition where his right hand is smaller than his left. He has coped well with this throughout his life, taking questions, stares and jokes in his stride, but the reaction on seeing this commercial brought pain to his face, something as a mother I didn’t and don’t want to see.”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board shared the concern expressed by the advertiser in relation to the complainant’s son, but considered that the majority of people would not find offence in what was clearly intended to be seen as a humorous portrayal.

On its determination that the content of this advertisement did not constitute discrimination and/or vilification as represented in the Code, and that it did not otherwise offend the Code, the Board dismissed the complaint.