



CASE REPORT

1. Complaint reference number	231/02
2. Advertiser	Stuart Alexander & Co Pty Ltd (Mentos Cool Chews)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Religion – section 2.1
6. Date of determination	Tuesday, 8 October 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

These advertisements referred to the Board depict a typical Indian bazaar with a fakir preparing to walk over hot coals for the benefit of tourists. A young Western man puts a Mentos Cool Chew in his mouth and proceeds to

nonchalantly walk across hot coals, to the astonishment of the onlookers and the fakir.

One advertisement shows the fakir putting a Mentos Cool Chew in his mouth intimating heat in his mouth and the voice over says: “Mentos Cool Chews get you up and going.”

The second advertisement shows the fakir looking at the packet of Mentos Cool Chews with an expression of astonishment on his face and the voice over says: “Mentos Cool Chews! Very Cool.”

THE COMPLAINT

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

“... the ad is rather insensitive and trivialises an important religious ceremony that is carried out by Hindus from South India. In the spirit of religious and social harmony, such breaches should not be acceptable. The ad could also be a health and safety issue as it can send a wrong message to children and other viewers who might think that they could also walk on or handle hot surfaces after having Mentos ...”

THE DETERMINATION

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

The Board determined that in the context of prevailing community standards the advertisement did not constitute discrimination and/or vilification within the provisions of the Code.

Finding that the advertising material did not breach the Code on any other ground, the Board dismissed the complaint.