



## **CASE REPORT**

1. Complaint reference number	234/05
2. Advertiser	Nestle Confectionery (Anticol)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 13 September 2005
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The first scene in this television advertisement depicts a crowded ski slope. The camera focuses on one man who abruptly stops his ride down the mountain-side. He reaches into his pocket to retrieve a packet of Anticol. A voiceover states: *“The power of Anticol. With its red centre for fast acting vapour action that clears the nose”*. As the man eats the Anticol, a shockwave is shown to emanate from the man’s body, blowing away other skiers on the slope. A voiceover states: *“For powerful, fast vapour action that clears the nose and soothes the throat, clear the way with Anticol”*.

## **THE COMPLAINT**

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

*“The ad depicts a man on a busy ski slope taking an Anticol lozenge and then lots of his fellow skiers being “blown” off the ski slope as if by a bomb blast. I find it offensive and upsetting, especially in these security-conscious times.”*

## **THE ADVERTISER’S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*“... we do not believe that we have breached Section 2 of the Advertiser Code of Ethics.”*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered that the imagery employed in this advertisement had the potential to offend a significant number of people given the context of recent terrorist attacks (particularly the attack in London ).

Despite this, the Board considered that the advertiser had used a significant degree of fantasy in the depiction of this material and further, that the images were clearly not linked to a deliberate act of violence. The Board was of the opinion that the imagery was sufficiently linked to the core message of the advertisement which was that Anticol *“clears the way”*.

The Board determined that the advertisement did not breach the provisions of the Code relating to violence.

Further finding that the advertisement did not breach any other provision of the Code, the Board dismissed the complaint.