



CASE REPORT

1. Complaint reference number	245/00
2. Advertiser	The Smith's Snackfood Co. Ltd (Twisties)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 8 August 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, set to a musical rendition of the words, 'shoot it up now', depicts a young man eating Twisties and operating a television remote control which changes everything towards which he directs it, including a little girl at his front door into a young woman with a bag of Twisties. The advertisement concludes with a voiceover, 'Twisties – now with locked-in freshness', and a shot of the product and the text, 'Life's pretty straight without Twisties'.

THE COMPLAINT

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

'..... (It contains) a mixture of drug references (notably the background music, "Shoot It Up") repeated in normal and hallucinatory tones of voice

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the material within the advertisement did not contravene prevailing community standards on Health and Safety and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.