



CASE REPORT

1. Complaint reference number	246/00
2. Advertiser	Arnott's Biscuits Ltd (Tee Vee Snacks)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 August 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a young man who is told, in his superior's office, 'Sell these, or it's your job'. The young man runs naked onto a football field during a game, covering his genitals with the product and saying, 'Arnott's Tee Vee Snacks now come in a great new box.' He then says to two players, 'It's easy to get your hand in', offers them the product and asks, 'Do you want some?' The advertisement concludes with a television screen showing the product, the young man, a caption and voiceover: 'Arnott's Tee Vee Snacks. Buy them, or Benny gets it'.

THE COMPLAINT

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

'..... I believe (this) to be extremely inappropriate and offensive.'

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 depiction of the man within the advertisement did not contravene prevailing community standards on sex/sexuality/nudity and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.