



CASE REPORT

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| 1. Complaint reference number | 246/01 |
| 2. Advertiser | Nestle Confectionery (Allen's Killer Pythons) |
| 3. Product | Food |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Violence Other – section 2.2
Health and safety – section 2.6
Other - Causes alarm and distress to children |
| 6. Date of determination | Tuesday, 9 October 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a caricature illustration of a python evidently cut into pieces by way of a chainsaw in the hands of man unseen beyond his arms. Alongside the illustration there is a large type caption reading: 'GET 'EM BEFORE THEY GET YOU,' together with a logo for Allens Killer Pythons.

THE COMPLAINT

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

"...violence is not justifiable in the context of marketing sweets. This advert is also tasteless in using as a reference point certain sick movies from the past which depict the use of a chainsaw as an offensive weapon ... Because this advert goes against prevailing community ideas about good taste, and is in violation of several points of the AANA Code of Ethics, I sincerely hope that action can be taken as soon as possible."

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 determined that the content of this outdoor advertisement did not constitute violence as represented in the Code, and was unlikely to cause alarm or distress to children. It also found the material did not contravene the Code in relation to health and safety.

The Board further determined that the advertisement did not breach the Code on any other grounds, and consequently the complaint was dismissed.