



CASE REPORT

1. Complaint reference number	248/00
2. Advertiser	Nestle Confectionery (Allen's Minties)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Health and safety – section 2.6
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a group of adults at a party wearing Halloween costumes. A child's voiceover says: 'I like when friends get together and they have a big party and there's music and dancing and fun.' An adult guest dressed as a pig arrives at the door as the voiceover continues: 'But I don't like it when somebody turns up and they're on their own.' When the pig enters the house, the guests step back from him and he drops his head sadly. As a packet of Minties is passed around, the voiceover says: 'If they opened up a packet of Minties, then their friends would come in and they wouldn't feel alone any more.' A number of children in pig costume arrive and all the pigs join in the conviviality. The voiceover continues: 'That would make things much better.' The advertisement concludes with a girl sitting on a lounge who says: 'I love Allen's lollies.' Gifts swirl about her, then into a jar with a lid marked 'Allen's'.

THE COMPLAINT

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

'The message the little girl tells is that it is not socially acceptable to arrive at a party alone – you should bring friends – and then you'll be accepted. I do not believe this is a message we should be portraying – especially to children. I believe this message is harmful.'

THE DETERMINATION

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

The Board determined that the material within the advertisement did not constitute discrimination or vilification and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complain