



CASE REPORT

1. Complaint reference number	249/03
2. Advertiser	Hans Continental Smallgoods P/L
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 12 August 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a hospital scene where a young woman, holding the hand of an otherwise unseen male patient, asks an arriving doctor: “What’s the verdict, doctor?” The doctor says he has good news and bad news. “The good news is new Hans smallgoods are 97% fat free, with the goodness of Omega 3, which means your husband can now enjoy them every day as part of a healthy lifestyle—like everyone else can.” As the male patient asks for the bad news, he is revealed to have an arrow through his head. The advertisement ends with a voiceover-supported depiction of the product.

THE COMPLAINT

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

“...not only...to be in extremely poor taste, but also depicts the sport of archery as unsafe.”

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 considered that most people would regard the depiction as a humorous exaggeration, and determined that it did not breach the health and safety provisions of the Code.

On further finding that the material did not offend the Code on any other grounds, the Board dismissed the complaint.