



## **CASE REPORT**

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|-------------------------------|---------------------------------|
| 1. Complaint reference number | 250/01                          |
| 2. Advertiser                 | Lanes Biscuits Pty Ltd (Oreo)   |
| 3. Product                    | Food                            |
| 4. Type of advertisement      | TV                              |
| 5. Nature of complaint        | Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 9 October 2001         |
| 7. DETERMINATION              | Dismissed                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features a small boy sitting on a verandah step with a dog. The boy tells the dog “I’m going to show you how to eat an Oreo. First you twist it. Then you lick it. Then you dunk it.” Watched intently by the dog, the boy dips the biscuit in a glass of milk and then tells the dog: “Mum said chocolate isn’t good for dogs. But you can have the rest of my milk.” The advertisement ends with a graphic of an Oreo pack and an announcer’s voice saying: “Only Oreo.”

## **THE COMPLAINT**

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

*“Obviously the dog in this commercial is well trained, with cameras and crew around. However, I think that this advertisement goes against what we should all be trying to teach our children in regard to interacting with domestic animals, especially when the combination is ‘child’ plus ‘food’ plus ‘dog’ (complainant’s emphasis) ... This is a very irresponsible advertisement in my opinion...”*

## **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 the advertisement did not contravene the health and safety provisions of the Code.

It further determined that the advertising material did not breach any other provisions of the Code and, accordingly, the complaint was dismissed.