



CASE REPORT

1. Complaint reference number	252/00
2. Advertiser	Kellogg Aust Pty Ltd (Special K Red Fruits)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, photographed in muted tones, depicts a montage of shots of a woman. She is pictured in a bedroom wearing lace underwear and applying lipstick. She walks, fully dressed, past shoes on stairs, pours (Kellogg's Special K Red Fruits) into a bowl, eats a piece of the fruit, picks up the keys to a motor vehicle and, as she walks and her wrap skirt parts exposing her legs and giving a glimpse of her underwear, she smiles. The colour red is highlighted throughout the advertisement in her underwear and lipstick, on the shoes on the stairs, on the product and its packaging and on the car. Text appears on-screen at intervals: 'Have you ever noticed the most sensual things are always red'.

THE COMPLAINT

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

'You would be aware that there is increasing community disquiet over the media's portrayal of the anorexic look as being a fashionable and desirable thing. The effect that an ad like this has on our young women is very damaging.'

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 depiction of the woman within the advertisement did not contravene prevailing community standards on Health & Safety and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.