



CASE REPORT

1. Complaint reference number	252/02
2. Advertiser	SPC Ardmona Operations Ltd
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 8 October 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

One television advertisement viewed by the Board depicts a young girl playing with a doll and saying: “wee, wee, wee”. A motherly woman appears with a bowl of ‘SPC’ spaghetti and exclaims: “I’ll wash your mouth out”” A similar, second advertisement depicts a young boy humming: “bum, bum, bum””, and the mother making the same comment. The girl changes her words to: “me, me, me”” and the boy to “yum, yum, yum””. The final image incorporates text reading: ‘Goodness me, it’s SPC’.

THE COMPLAINT

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

“... Nowadays washing a child’s mouth out is considered an act of abuse. It is the invasion of a person’s body ... It is unfortunate that people still consider this act an appropriate way of disciplining a child, and this ad. just confirms to them that they are doing the right thing. “

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 advertisement campaign did not contravene the Code in relation to the portrayal of violence.

As the material did not breach the Code on any other ground, the Board dismissed the complaint.