



CASE REPORT

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| 1. Complaint reference number | 258/01 |
| 2. Advertiser | Lanes Biscuits Pty Ltd (In-a-Biskit) |
| 3. Product | Food |
| 4. Type of advertisement | Radio |
| 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 radio advertisement features the voice of what the advertiser describes as “an 18 year old kid. Rough, but ashamed. Very ‘60 minutes bad kid come good’ type” saying (as represented in the script): “I had my first when I was 16. At parties an that. You know, wif mates. I fought I had it sorted ... but I lost control. Yea, I tried the lot eh. Chicken in a biskit, Dixie Drumstick in a biskit, Cheese in a biskit. Yeah, I really liked them. I fink they were the hardest to get off. I’m doing good now but, down to a box a day.” The advertisement concludes with an announcer saying: “Lanes In a biskits. Very addictive.”

THE COMPLAINT

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

“Heavy drug overtones ad targeted at youth market—offensive and inappropriate.”

“This advertisement is suggesting that drug use is acceptable as it is as innocuous as food.”

THE DETERMINATION

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

White the Board regretted that the advertiser found it necessary to tap into awareness of drug culture to sell its product, it determined that the material within the advertisement did not go so far as to breach the Code on any ground and, accordingly, dismissed the complaint.