



CASE REPORT

1. Complaint reference number	261/99
2. Advertiser	McCormick Foods Aust Pty Ltd (Keen's)
3. Product	Food
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement consists of a photograph of a barbecue upon which food is being cooked and with an open jar of mustard on the timber side tray. A young girl has her hands on the side tray and is looking at the food with apparent eagerness. Below the photograph is a series of pictures of the different varieties of mustard available.

THE COMPLAINT

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

“I was shocked how irresponsible this advertisement is ... The whole situation is potentially very dangerous for a child and could lead to severe burns.”

THE DETERMINATION

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

The Board determined that the advertisement did not contain material that contravened prevailing community standards on safety, noting that the child was not touching any hot parts of the barbecue nor any indication of being about to do so. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.