



CASE REPORT

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| 1. Complaint reference number | 27/03 |
| 2. Advertiser | Kelloggs (Aust) Pty Ltd (Just Right) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 11 March 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement is styled on a commercial TV news report, with an unseen reporter advising the disappearance of the 'Big Banana' from Coffs Harbour, the 'Big Apple' from Stanthorpe, and the biggest coconut tree from Fiji. He then goes on to report that Kellogg had just released the secrets of its Just Right Fruit & Flakes product. As the camera view slips to the right of a group of white-coated Kellogg food scientists, workers are seen carrying slices of what are obviously meant to represent the missing 'Big Apple' and 'Big Banana.' The advertisement ends with a view of the Kellogg product alongside a TV-news style graphic reading: 'Big Fruit, Big Flakes, Big News,' in company with a voice-over stating: "More news at 10."

THE COMPLAINT

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

"Shame, shame. I watched with horror...is that how one makes a fine breakfast cereal; you steal the ingredients from people who have less than you do, nice."

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 agreed with the advertiser that the commercial represented a parody of commercial television news broadcasts, and determined that it did not contravene the Code in any respect.

Accordingly, the complaint was dismissed.