



CASE REPORT

1. Complaint reference number	271/99
2. Advertiser	Kellogg Aust Pty Ltd (LCM Breakfast Cereal Bars)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Other - Causes alarm and distress to children
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The first television advertisement in the series shows a woman in a greenhouse about to eat a LCM breakfast bar as a voiceover is heard to say 'If I've told my Aunt Gloria once, I've told her a thousand times – don't mess with LCMs. Oh well ...'. As the woman takes a bite, an apparent giant venus fly trap springs from behind the plants and eats the woman. A group of children come into the scene as voiceover says 'LCMs – oldies just don't get them'.

In the second advertisement a man is shown in a backyard hanging washing on a clothes line. Voiceover says 'This is my neighbour Rupert. He's going to try to eat LCMs. This should be interesting ...'. As the man takes a bite, an apparent giant bird lands beside him, picks him up in its beak and flies away. A group of children come into the scene as voiceover says 'LCMs – oldies just don't get them'.

THE COMPLAINT

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

"Our son (who has just turned two years old) had been frightened to go outside for some days, saying that the birds will get him."

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 breach the Code and would not offend prevailing community standards. It was noted that the images used within the advertisement were of a clearly fictitious nature and presented in a humorous context. The Board, accordingly, dismissed the complaint.