



CASE REPORT

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| 1. Complaint reference number | 279/05 |
| 2. Advertiser | Tetley Australia Pty Ltd |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 11 October 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The opening scene in this television advertisement depicts a middle-aged woman standing behind an elephant. She is shown to collect the animal's droppings as they fall. A voiceover states: "*Look on the bright side. Luckily, on her break, Linda can enjoy other fresh options from Tetley... Tetley tastes as fresh as it smells*". The final scenes in the advertisement show the lead character making herself a cup of tea.

THE COMPLAINT

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

"An elephant defecating on TV in prime time."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"The ads are not designed to be offensive, but a light-hearted approach to the sometimes smelly situations people can find themselves in... the cure being a fragrant cup of Tetley tea."

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board considered that in the context of prevailing community standards the majority of people would find this advertisement humorous rather than offensive.

The Board found that the advertisement did not contravene any provisions of the Code.

Accordingly the Board dismissed the complain