



## **CASE REPORT**

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|-------------------------------|----------------------------------|
| 1. Complaint reference number | 28/03                            |
| 2. Advertiser                 | Kelloggs (Aust) Pty Ltd (K-Time) |
| 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**

This television advertisement opens on a young woman delivering papers to an empty office and noticing a K-Time Twist on the desk. Checking no-one is watching, she picks it up, unwraps and eats it, as a voice-over states: "If you feel guilty about snacking, try a Kellogg's K-Time Twist—a wheat and oat crust with a fruit flavoured filling that's 97% fat free. So you'll never have to feel guilty again. Well, almost never". The young woman is seen looking at the empty wrapper, now on the desk along with a mobile phone, before the scene dissolves to the male occupant of the office returning. A mobile telephone ringing sound is heard, but there is now only a K-Time Twist on the desk. It turns out the young woman has replaced the eaten bar with the mobile phone. As the view cuts to the K-Time range, a caption-supported voice-over states: "K-Time. It's fast food, not junk food." A second voice says: "Try the delicious range of real fruit flavours now."

## **THE COMPLAINT**

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

*"The fabric of our society is tattered enough without advertisements implying that it is cool to take something that belongs to someone else."*

## **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 considered that the intended humour of the advertisement would be recognised by the majority of people exposed to it, and determined that the material did not in any event contravene any element of the Code.

Accordingly, the complaint was dismissed.