



CASE REPORT

1. Complaint reference number	29/01
2. Advertiser	Arnott's Biscuits Ltd (Shapes - Barbeque)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2 Health and safety – section 2.6
6. Date of determination	Tuesday, 13 March 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with two young men and a young woman entering a house as the young woman says, 'Starving, starving'. They enter the kitchen and a large man jumps from the top of the refrigerator onto one of the young men, knocking him to the floor. The man wears a molded mask which covers his head and upper face, forms the letter 'H' on the crown and has slits for the eyes over which he wears glasses. He is clothed in checked trousers, tee shirt and a baby's bib. A voiceover says, 'Oh, this guy's found himself wrestling with his hunger', the man says, 'Hi, I'm Hunger', and the two proceed to wrestle while the voiceover continues in the manner of a commentator at a real match. An overhead cupboard opens showing a packet of the product on a shelf and, to special effects, one of the biscuits. The young man hits 'Hunger' on the face with the packet, tossing him across the room and crashing into furniture. The young man is shown eating the product and saying to his two companions, 'It's OK, Hunger's gone'. The advertisement concludes with a special effects shot of the product, voiceover and text, 'Arnott's Shapes. The big taste that hammers the hunger.'

THE COMPLAINT

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

'Kids have no idea that these holds and manouveres (sic) are staged and performed by practised (sic) entertainers and can lead to serious injury and death when copied at home.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

While appreciating the complainant's point of view, the Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.

In reaching its determination, the Board opined that the portrayal within the advertisement of a young man wrestling with 'Hunger' was parodic and fictitious.