



## **CASE REPORT**

1. Complaint reference number	290/01
2. Advertiser	Arnott's Biscuits Ltd (Kettle Chips)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Health and safety – section 2.6
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a nightclub scene where an old man looks out of place among the other patrons. He tells a group eating potato chips: “I used to make these Kettle chips. They called me the Whittler.” As he talks about the process, the scene changes to show him as younger man, peeling potatoes. Returning to the nightclub scene, the group is shown studying one particular potato chip while the old man scoops those remaining on the table into his hat. He walks away laughing. As one of the group notices the potato chips have gone, the old man is shown outside the club calling back to the group: “Have a lovely time Suckers.” The advertisement closes with a close-up of a Kettle potato chips pack over a caption reading: “Watch out for the Whittler.”

## **THE COMPLAINT**

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

*‘...an aged male is depicted as obtaining Kettle brand chips by deception and the concluding remarks...clearly showing the character’s intention to repeat the device as he has done in the past. I believe that this advertisement reinforces the stereotype that elderly men are deception (sic)’*

*“I am increasingly concerned by the screening...of so many advertisements which promote dishonest and deceit camouflaged as humour.”*

## **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 most people would identify with the intended humour in the advertisement.

It determined that the situation depicted in the advertisement did not constitute discrimination and/or vilification, and that it did not contravene the Code in relation to health and safety.

Finding that the material did not breach any provision of the Code, the Board accordingly dismissed the complaint.