



## CASE REPORT

1. Complaint reference number	291/04
2. Advertiser	Arnott's Biscuits (Kettle Chips)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 November 2004
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a male eating a bag of Kettle Crunch Cut chips. When he crunches, the voice of his female partner is drowned out and she becomes angry as the male does not respond to her. The voiceover states “Kettle Crunch Cut cooked for bigger (*Crunch*).”

## THE COMPLAINT

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

*“The man’s behaviour is obviously totally discourteous and in fact downright rude, suggesting that it’s quite okay not to listen to anybody else and to selfishly override their communication.”*

*“This advertisement says that it’s O.K to ignore women in general, in fact (the advertisers think) it’s very funny. It’s O.K to show women as whining, nagging and petty. It’s O.K to ignore females, as they have nothing to contribute except to “make my dinner”. IT IS NOT FUNNY. IT IS IN FACT, PATRONISING AND CONDESCENDING.”*

## THE ADVERTISER’S RESPONSE

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

*“The crunch from the product is so loud it drowns out some of his girlfriend’s words, but the man is **unaware** her dialogue is being interrupted each time he takes a bite. To reinforce this, the viewer only hears what the man is hearing.”*

*“Because there is no intent on the man’s behalf to ignore what his girlfriend is saying in full, we do not believe the advertisement promotes antisocial behaviour or breaches the Code of Ethics.”*

## THE DETERMINATION

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

The Board was of the view 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 depiction did not contravene the provisions of the Code relating to discrimination (other).

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.