



CASE REPORT

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| 1. Complaint reference number | 294/02 |
| 2. Advertiser | Goodman Fielder Ltd (Uncle Toby's Fruit Twists) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 10 December 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a young male swimmer entering a swimming pool complex. He sits at the edge of the pool and proceeds to take an Uncle Toby's Fruit Twist from his bag and consume it. As the young man eats the food, the camera cuts back to show some of the ingredients and a voice-over is heard stating: "Uncle Toby's Fruit Twists. We twist the great taste of natural fruits into a 97% fat free bar." The young man then appears to twist his body into a similar shape as the bar, before diving into the pool and swimming at a very fast pace. The final image combines text with a voice-over that states: "Uncle Toby's Fruit Twists. A seriously twisted munch." The advertiser's logo then appears with the words: 'Uncle Toby's-An edge for life.'

THE COMPLAINT

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

"...As a parent I try to teach my girls not to go swimming for one hour after they have something to eat...I think that this gives the kids the wrong message..."

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 noted a response from the advertiser that the material contained within the advertisement was not contrary to prevailing community standards on health and safety as there is a body of expert evidence which suggests that eating a sports bar prior to exercising is not harmful.

It further found that the material did not breach the Code on any grounds, and consequently, dismissed the complaint.