



## **CASE REPORT**

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| 1. Complaint reference number | 300/00                                   |
| 2. Advertiser                 | Snack Brands Australia (Samboy)          |
| 3. Product                    | Food                                     |
| 4. Type of advertisement      | Radio                                    |
| 5. Nature of complaint        | Language – use of language – section 2.5 |
| 6. Date of determination      | Tuesday, 12 December 2000                |
| 7. DETERMINATION              | Dismissed                                |

## **DESCRIPTION OF THE ADVERTISEMENT**

The radio advertisement consists of a disjointed conversation between two men about Samboy flavour bombs. A voiceover says, ‘That’s what you get when old farts write your ads. So Samboy potato chips want you to write better ones. Submit your script now. We’ll play the good ones on air and the best one wins an internet radio station worth 20 grand. Hit me with a Samboy script. (Thud noise) Just head over to Samboy hit dot com.’ (Crunch noise).

## **THE COMPLAINT**

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

*‘..... it should be possible to listen to the Top 40 without this irritation spoiling the music.’*

## **THE DETERMINATION**

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

The Board determined that the language used within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint. The Board noted in passing the advertiser’s advice that the advertisement was no longer being broadcast.