



CASE REPORT

1. Complaint reference number	308/01
2. Advertiser	Stuart Alexander & Co Pty Ltd (Campino)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	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 group of three women in a shopping environment sampling Campino Strawberries and Cream confectionery, offered by a person off-screen. Each comment positively on the taste before an announcer's voice is heard over an animated graphic of the confectionery, saying: "Campino, the real taste of strawberries and cream in a sweet." The advertisement concludes with one of the three women saying: "I wouldn't have believed it if I hadn't tasted it."

THE COMPLAINT

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

'My concern is that we spend a lot of time informing our children not to accept lollies from strangers and here are three grown ups doing just that and saying they were great.'

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 determined that the advertisement did not breach the health and safety provisions of the Code.

Finding that the material did not contravene any other area of the Code, the Board dismissed the complaint.