



CASE REPORT

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| 1. Complaint reference number | 31/05 |
| 2. Advertiser | Kellogg (Aust) Pty Ltd (Coco Pops) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 March 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features animated footage of the Coco Pops monkey character beating a dinosaur character in a race track driving event for the Kellogg Coco Pops World Cup.

THE COMPLAINT

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

“With the current rate of young drivers being killed, this ad is highly inappropriate and offensive. It sends the image of drag racing to VERY young viewers as both appealing and appropriate.”

THE ADVERTISER’S RESPONSE

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

“The commercial is a light hearted animation of the traditional battle between goodies and baddies in which, after facing some extraordinary and clearly unreal challenges, “our hero” COCO THE MONKEY overcomes adversity and is rewarded by the great tasting food. The commercial is clearly exaggerated and uses many scenes that are reminiscent of chase scenes in movies and television programmes which audiences have enjoyed for years.”

THE DETERMINATION

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

The Board noted that the advertisement was animated and not intended to be taken literally.

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

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