



CASE REPORT

1. Complaint reference number	323/99
2. Advertiser	Kellogg Aust Pty Ltd (Nutrigrain)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Other - Causes alarm and distress to children
6. Date of determination	Tuesday, 12 October 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement consists of a various scenes of a man exercising in an apparent horror/fantasy setting. In the first scene, the man is depicted running on a treadmill surrounded by a wall of flames that assumes the shape of a giant skull. In the second scene, the man is doing sit-ups as two powerful jets of water gush towards him, throwing him high into the air. In the next scene, the man is seen lifting a stylised barbell, which transforms into a giant serpent with two dragon-like heads that coil back, biting towards the man. Throughout these scenes, the man displays expressions of extreme physical exertion. The advertisement concludes with the superimposed words 'Iron Man Food' and an image of a packet of Kellogg's Nutrigrain.

The Board also viewed another version of the advertisement, to which a 'G' rating had apparently been designated by F.A.C.T.S., as opposed to the 'PG' rating of the advertisement first viewed. The 'G' rated version was almost identical to the advertisement first viewed, the difference being the absence of some brief footage from the barbell/serpent scene.

THE COMPLAINT

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

"... this classification is wholly inappropriate. The Nutrigrain advert contains many special effects which are particularly frightening to children ... An advert for potential 'iron men' who wish to go to 'hell and back' should be shown during adult viewing times and certainly not before 7.30pm."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that neither version of the advertisement in question depicted material in contravention of any section of the Code. The Board, accordingly, dismissed the complaint.