



## **CASE REPORT**

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| 1. Complaint reference number | 334/01  |
| 2. Advertiser                 | Ricegrowers' Co-operative Ltd Inc NSW (SunRice Tortilla Sensations - Red Chilli and Flamin' BBQ)                      |
| 3. Product                    | Food  |
| 4. Type of advertisement      | Outdoor   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Violence Other – section 2.2<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 11 December 2001   |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

There are two outdoor advertisements, each captioned, 'Can you handle the flavour?'

1. A young woman appears to be using a chili as an eye-dropper, alongside a graphic of Tortilla Sensations Red Chilli Rice & Corn Chips;
2. A hot barbecue coal appears about to be dropped into the back of the trousers of a bending person' alongside a graphic of Tortilla Sensations Flamin' BBQ Rice & Corn Chips.

## **THE COMPLAINT**

Comments which the complainants made regarding these advertisements included the following:

*'I'm concerned that a child may see these images and think it would be cool to copy them. Someone could get hurt here!'*

*'Being aware of the physical violence committed on women, I cannot imagine why such promotional material (almost sadistic in tone) is permitted ..... I was truly appalled that our society would condone such visual sexual exploitation.'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the view that people would view the situations portrayed in the advertisements as fanciful and unreal.

It determined that the advertisements were not in contravention of the Code in relation to the provisions relating to health and safety, violence, discrimination/ vilification or on any other grounds.

Accordingly, the Board dismissed the complaint.