



CASE REPORT

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| 1. Complaint reference number | 335/99 |
| 2. Advertiser | Bonlac Foods (Wave) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 October 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of an early model Holden station wagon, with four surfboards on its roof, being driven along a road. A number of shots inside the car are then seen featuring four young men, some of whom are not wearing seatbelts, as voiceover says “One of the best things about travelling down the coast is wondering how big the waves will be”. In the next scene, the men are shown walking towards the beach carrying their surfboards and, upon seeing a flat sea below, the voiceover continues “The worst thing is finding out there aren’t any”. The men are then shown walking back towards their car and placing their surfboards on its roof, as a convertible Volkswagen pulls up alongside and four young women, dressed in bikinis, get out and begin walking towards the beach. Voiceover says “Hang on, maybe the waves weren’t that bad after all” as the men are showing picking up their surfboards again and following the women. Voiceover concludes “Some men will do anything for a wave” as a bottle of ‘Wave’ flavoured milk is superimposed on the screen.

THE COMPLAINT

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

“The advertisement is targeted to teenagers ... None of the men in the car are wearing seatbelts.”

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 the advertisement did not contain material that contravened prevailing community standards on safety, noting that there was nothing depicted in the advertisement that could reasonably be interpreted as encouraging illegal behaviour. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.