



CASE REPORT

1. Complaint reference number	345/99
2. Advertiser	Kraft Foods Ltd (Kraft Snackabouts)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 9 November 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a ‘role reversal’ scene of a young boy pushing a shopping trolley through a supermarket, with his mother sitting in the trolley’s baby seat. The mother expresses interest in chocolate biscuits and cakes as they pass them, which the boy rejects, saying “You’re not having those, put them back”. The mother then asks if she can have some Kraft Snackabouts. The boy studies the packet and then says “Yeah, we’ll give them a try” and puts them in the trolley. In the final scene, the mother asks “Lollies?” to which the boy replies “Don’t even think about it”.

THE COMPLAINT

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

“This commercial only encourages children to be cheeky to their parents and should be banned from TV completely.”

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 scenes depicted in the advertisement did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.