



CASE REPORT

1. Complaint reference number	352/06
2. Advertiser	Arnott's Biscuits Ltd (Shapes – grill)
3. Product	Food & Beverages
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 12 September 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a backyard where cartoon chops and sausages can be seen lying on a BBQ grill as if sunbathing. One sausage with a towel around his waist gets up and tiptoes over the hot grill surface towards a diving board over a pool where he removes the towels and jumps a few times on the board, gaining momentum for his dive into the cool water. Eventually he jumps so high into the air that he “joins” reality and finishes his dive into the drink of a man attending the real-life BBQ, splashing the drink all over the man’s shirt. The girls with him laugh in amusement.

THE COMPLAINT

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

Ad showed cartoon-type figures touching a red-hot grill. Children could ignore parents’ warnings and follow the cartoon example, and now is the time when there are lots of red-hot grills around.

THE ADVERTISER’S RESPONSE

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

The advertisement portrays animated sausages, tomatoes and chops lying on a barbecue grill, i.e. food. It does not portray people, in particular children, touching the grill. In fact, the advertisement does not portray children at all, and by nature of the actions of the animated food in question, a clear message is conveyed that barbecue grills are very hot.

...the advertisement shows no intent to encourage children to touch barbecue grills....

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 there were no images of children in the advertisement and no suggestion that children approaching a BBQ was appropriate. The Board considered that the advertisement clearly featured only cartoon characters on the BBQ and that the advertisement was in no way realistically portrayed. The Board considered that the advertisement did not depict or promote unsafe behaviour around BBQs.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.