



CASE REPORT

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| 1. Complaint reference number | 387/99 |
| 2. Advertiser | Arnott's Biscuits Ltd (Vita Wheat) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 7 December 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a woman, seated on a swing, turning the swing around and around in order to twist the chain tightly. She then releases the swing and squeals excitedly as it spins around, holding her arms and legs out. As she does this, a young boy and girl watch her with boredom. The girl turns to the boy and asks 'Does your mum eat Vita-Wheats?' to which the boy nods his head in reply. In the final scene, the woman is shown pressing two biscuits together with her teeth, causing butter to be squeezed out through the holes in the biscuits. A child's voiceover says 'Arnott's Vita-Wheats. It's the 100% natural goodness that does it.'

THE COMPLAINT

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

"At the age of 4 or 5 I witnessed another 4 year old do exactly the same thing and when the swing unwound fully it went in the other direction by inertia – the kid's neck was caught and he hung – fell out dead."

THE DETERMINATION

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

While appreciating the personal concern expressed by the complainant, the Board determined that the advertisement did not contravene prevailing community standards on safety, noting that the activity depicted has long been commonplace behaviour among children and that the advertisement was unlikely to encourage it further, particularly given the children's depicted boredom. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint. The Board did, however, note that the advertiser had withdrawn the advertisement after having been made aware of the complaint.