



CASE REPORT

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| 1. Complaint reference number | 404/99 |
| 2. Advertiser | Kraft Foods Ltd (Kraft Mayonnaise) |
| 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 commences with a bartender in an hotel saying ‘One club sandwich on 908’ into an intercom. In the hotel kitchen, a kitchen-hand says ‘Okay, 908 ... 908!’ into the intercom excitedly and begins to sing the John Paul Young song ‘Yesterday’s Hero’ as he prepares the sandwich. In the final scene, John Paul Young is shown sitting at the hotel bar, grimacing as the sound of the kitchen-hand singing can be heard coming through the intercom.

THE COMPLAINT

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

“At a time when statistics show an increase in food poisoning from contamination, I feel it inappropriate that this ad shows food being prepared in a restaurant kitchen without the use of food tongs or plastic gloves, let alone mouthing a song where spittle may land on that food to be served to a waiting patron.”

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 the advertiser’s advice that confirmation had been obtained from Food Safety Victoria that neither food tongs nor gloves are required by law to be used in food preparation. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly dismissed the complaint.