



CASE REPORT

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| 1. Complaint reference number | 55/01 |
| 2. Advertiser | The Smith's Snackfood Co. Ltd (Digimon) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 March 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement intersperses shots of children playing with a cat, a pig and a dog dressed as Digimon characters with graphics of the actual Digimon animals. The children are shown eating from bags of (Smith's) products as a child's voiceover says, 'If you prefer to play with real Digimon characters, look in packs of Lay's and Twisties for free Digi-FX and Digimon action.' The advertisement concludes with shots of the products pegged to two lines and the rear of a piglet as it goes through a door flap.

THE COMPLAINT

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

'I object to teaching our children that animals should be treated as toys You only have to look at the number of dog attacks on children to realise that we must teach our children to respect their pets and other animals. If children don't learn to treat animals properly or our children put animals under stress, we risk having the children injured (or worse) as a result.'

THE DETERMINATION

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

The Board, while acknowledging the concerns expressed by the complainant, was of the view that the material within the advertisement did not contravene prevailing community standards on Health & Safety and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint. The Board noted in passing advice from the advertiser that the campaign had concluded on 25 February 2001 and that there were no plans to re-air the advertisement.