



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 56/02 |
| 2. Advertiser | The Wrigley Co. Pty Ltd (PK) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 March 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a scene at a public swimming pool where a lifeguard responds to the cries of a man indicating that he cannot swim. The man is pulled from the pool with little sign of life and is about to be given mouth-to-mouth resuscitation when he shows obvious indications of agitation, saying “Ooooh, no. Your breath stinks. Woof!” The lifeguard is offered some PK gum by a bystander, saying “Mate, you need some PK.” As the lifeguard’s expression indicates his liking for the gum, a voice-over says: “There’s only one thing in Duff Creek strong enough to drown out onion breath. Chew PK for longer lasting fresh breath”. The advertisement ends with the lifeguard’s attention being attracted by two girls in the swimming pool calling for him to save them.

THE COMPLAINT

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

“The finale of this advertisement depicts two young women pretending to be in difficulties in a pool in order to attract the attention of some young lifesavers (who have just sweetened up their breath with PK). Any advertisement which treats the idea of water safety as frivolous is, in my opinion, totally irresponsible.”

THE DETERMINATION

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

The Board determined that the content of this advertisement did not constitute discrimination and/or vilification as represented in the Code, and that it did not contravene the provisions of the Code relating to health and safety.

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