



## **CASE REPORT**

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| 1. Complaint reference number | 59/99  |
| 2. Advertiser                 | Simplot Australia Pty Ltd (Nanna's desserts) |
| 3. Product                    | Food   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Violence Other – section 2.2                 |
| 6. Date of determination      | Tuesday, 9 March 1999                        |
| 7. DETERMINATION              | Dismissed                                    |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement shows two elderly women, possibly sisters or twins, pursuing a number of daily activities together in an apparently harmonious atmosphere. At the conclusion of the advertisement the women serve a Nanna's desert to family. As the family leave, a voiceover says, 'Because Nanna's desserts have such deep delicious fillings its nice to leave the last piece all to yourself.' The advertisement shows that there is only one piece of dessert left on the plate and both women eye it. There is the sound of a scuffle and the final sequence shows one of the women being tossed through the window.

## **THE COMPLAINT**

Comments the complainant made regarding this advertisement included

the following:

*'The final shot of the commercial depicts one of the Grandmother's being thrown through a window backward after a scuffle over the last piece of cheese cake. I do fail to see how this has anything to do with advertising a cheese cake, and find it somewhat offensive.'*

## **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 material depicted in the advertisement did not breach the Code and dismissed the complaint. The Board noted the obvious contextual humour in the advertisement.