



## **CASE REPORT**

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| 1. Complaint reference number | 60/01  |
| 2. Advertiser                 | Kellogg Aust Pty Ltd (Special K)   |
| 3. Product                    | Food   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Portrayal of sex/sexuality/nudity – section 2.3<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 10 April 2001   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows women involved in various domestic and social activities with a commentary asking a series of questions, including: ‘*When did you stop buying lingerie and start buying underwear?*’ ‘*When did the word romantic disappear from your weekends?*’, ‘*When was the last time you left the light on?*’ and ‘*When did you last misbehave?*’, ending with ‘*When did you last feel seductive?*’ and ‘*When did you last feel like a woman?*’ before showing a picture and caption of the Kellogg product.

## **THE COMPLAINT**

A complainant finding the advertisement ‘*highly offensive,*’ argued that ‘*with the body image of women of all shapes and sizes constantly under attack, this sort of advertising only encourages eating disorders.*’

Another complainant described the advertisement as ‘*very condescending and patronizing,*’ questioning the advertiser’s right to tell women what underwear to wear ‘*and when to turn the lights off.*’

## **THE DETERMINATION**

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

Finding that the material within the advertisement did not contravene prevailing community standards in relation to either the portrayal of sex/sexuality/nudity, discrimination/vilification, or health & safety, the Board determined that the advertisement did not breach the Code on these or any other grounds. Accordingly, the Board dismissed the Complaint.