



## **CASE REPORT**

1. Complaint reference number	61/03
2. Advertiser	Unilever Australasia (Flora)
3. Product	food
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 8 April 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a middle-aged man standing on the ledge of a bridge looking down to where a river is raging far below. Looking pale and nervous, he takes a deep breath and jumps, with the camera view changing to show he is bungee jumping and enjoying it. An accompanying voiceover states: “My father died young so when I found out I had a cholesterol problem I just thought, well, I’m not waiting around for it to happen to me. So I started using Flora pro-activ which actually reduced my cholesterol absorption. With Flora pro-active, I’m down from 6.5 to 4.5 in just three weeks.” As the man is shown enjoying a sandwich as he watches other people jumping, a caption reads: ‘Disclaimer: Reducing cholesterol absorption is only one factor in managing heart health.’ The advertisement closes on a product pack, with accompanying captions reading: ‘Actively reduces cholesterol absorption,’ and ‘Disclaimer: Use 25g a day as part of a healthy cholesterol lowering diet.’

## **THE COMPLAINT**

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

*“This ad concerns me greatly, I feel that the writer is using suicide as a sensational aspect to sell margarine.”*

## **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 found that the advertisement did not portray violence as represented in the Code, and noted the advertiser’s advice that the featured man was not an actor but a person sharing a personal experience.

The Board determined that the portrayal did not breach the Code in relation to violence, nor on or any other ground and dismissed the complaint.