



CASE REPORT

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| 1. Complaint reference number | 84/05 |
| 2. Advertiser | Just Jeans Group (Parisian) |
| 3. Product | Clothing |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 April 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens with a woman approaching the letterbox at her house. She reaches into the letter box and retrieves the mail. There is a snail crawling on the top letter. She picks the snail off the envelope and proceeds to eat the snail straight from the shell. She turns around, discards the snail shell and walks towards her front door.

THE COMPLAINT

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

“I find this to be a severe health and safety issue as this is a dangerous practice and could encourage people to do likewise.”

“... eating common variety garden snails can lead to very debilitating diseases in children if this practice is copied by a child.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“We believe these complaints are made without putting the TVC in full and factual context.”

“... TVC was not “directed primarily to children ... Further, the times the TVC were aired was not during the children’s program times but at times suitable for the TVC.”

“The TVC is not meant to be taken seriously ... accordingly, the TVC by the use of visuals (as there is no dialogue) is merely trying to show the Parisian or French theme...”

“The use of the snail is certainly not meant to encourage people or children to partake in behaviour that may be dangerous ...”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.