



CASE REPORT

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| 1. Complaint reference number | 84/06 |
| 2. Advertiser | Kellogg IAust) Pty Ltd (Coco Pops) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Advertising to Children Code – Other – section 2.4
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 14 March 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement has a female voiceover commenting “It’s amazing what parents know” and depicting examples such as knowing the ideal shoe size and trouser-lengths for growing children. Two children are shown eating cereal and Monica Trapaga is shown pointing to the nutrition information panel on a box of Coco Pops advising “Kellogg’s Coco Pops with milk provides more than 25% of daily calcium needs...around 10% of it from the cereal alone”.

THE COMPLAINT

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

A well known and trusted children’s’ presenter “Monica” tells us that Coco Pops fulfil up to 90% of your daily calcium requirements, up to 10% in the cereal alone!

Just because something has milk or wheat in it does not automatically make it a healthy product...

With the high instance of childhood obesity in Australia company’s (sic) should not be able to advertise something as “healthy” when these products are anything but that. My children are convinced that these products are a healthy alternative because they saw it on TV.

...encouraging small children to eat what they claim has goodness in it.

THE ADVERTISER’S RESPONSE

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

The advertisement is directed to mothers who purchase breakfast cereals for their children and as such does not fall under the definition of “Advertisements to Children”.

The advertisement aims to highlight one of the qualities of the product which the mothers may not be aware; namely that the product when consumed with milk will provide 25% of the daily calcium needs of an 8 to 11 year old child (10% of it from the cereal alone). On this point I also draw your attention to the factual error in (the) complaint that the advertisement claims the product fulfils “up to 90% of your daily calcium requirements”.

...the products nutrition panel on its packaging adequately discloses the nutritional information of the product.

THE DETERMINATION

The Advertising Standards Board (“Board”) noted that this advertisement for children’s cereal is an

advertisement directed at parents. The Board considered that the advertisement does not need to be considered under the AANA Code for Advertising to Children as it is not directed to ‘children 14 years or younger.’

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

The Board noted the complainant’s comments about the nutritional information presented in the advertisement.

The Board did not consider that the advertisement depicted any material that is contrary to community standards of health and safety in relation to food consumption.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.