

CASE REPORT

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| 1. Complaint reference number | 85/06 |
| 2. Advertiser | Kellogg (Aust) Pty Ltd (LCM) |
| 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 shows a young boy rushing off to school, and being faced by his mother with a toothbrush and paste. We then see him preparing to ride his BMX bike, when his mother confronts him with his bike helmet, and later when he is doodling and daydreaming in class a text book is placed in front of him and he is surprised to see it is his mother again. A male voiceover says “You can’t always be there to make sure kids do what they should. Like eating something good at recess” and we see the boy in the playground hesitating to open his lunchbox in case his mother appears. When he sees she does not, he smiles broadly and eats a Kellogg’s LCM Bar as other children look longingly at his snack. The voiceover continues “...as well as having the goodness of puffed grains of white rice, less than 10% fat and no artificial colours...kids just love them.”

THE COMPLAINT

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

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 snack foods for their children and as such does not fall under the definition of “Advertisements to Children”.

The advertisement simply aims to highlight some of the qualities of the product that make it a good snack for recess.

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

The advertisement highlights the qualities of our product in a manner that is not contrary to the prevailing community standards; nor is it misleading, deceptive or likely to mislead or deceive the consumers.

THE DETERMINATION

The Advertising Standards Board (“Board”) noted that this advertisement for children’s snack food 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.