



## **CASE REPORT**

1. Complaint reference number	87/00
2. Advertiser	Ali Baba Lebanese Cuisine and Takeaway
3. Product	Restaurants
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2 Health and safety – section 2.6
6. Date of determination	Tuesday, 11 April 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENTS**

There are two television advertisements:

1. Food is displayed in a restaurant, smorgasbord style, while a chorus sings, ‘Ali Baba’. A man buys take-away from the counter. In the street, he eats as he walks, his eyes closed as, to an orchestral accompaniment, he savours the food. He moves off-screen and the screech of a car and a thud is heard. An adult sized dummy is thrown past the camera. The voiceover says, ‘Too tasty to eat with your eyes open.’

2. The advertisement opens identically to (1) above. A woman buys take-away from the counter. As she waits in her car at traffic lights, she opens the food package impatiently, eats with closed eyes and expression of pleasure, again to background music as in (1). When the lights turn green, she reverses in error and, off-screen, a crash is heard and an adult sized dummy is thrown, landing in the street. The voiceover says, ‘Too tasty to eat with your eyes open.’

## **THE COMPLAINT**

Comments which the complainants made regarding these advertisements included the following:

*‘I find this series of advertisements very offensive, as well as irresponsible .....’*

*‘We have enough road accidents and people affected by such in our Australian community and we feel it is quite thoughtless and unnecessary to display such advertising for a food product.’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether these advertisements breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the depiction of the accidents within the advertisements was clearly fictitious and intended to be humorous and that the advertisements did not contravene prevailing community views on safety standards or the portrayal of violence. The Board determined that the advertisements did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint. The Board noted in passing the advertiser’s decision to modify the advertisements by deleting the ‘dummy’ sequences.