



## **CASE REPORT**

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|-------------------------------|------------------------------|
| 1. Complaint reference number | 88/99                        |
| 2. Advertiser                 | Weight Watchers              |
| 3. Product                    | Slimming                     |
| 4. Type of advertisement      | TV                           |
| 5. Nature of complaint        | Violence Other – section 2.2 |
| 6. Date of determination      | Tuesday, 13 April 1999       |
| 7. DETERMINATION              | Dismissed                    |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement includes footage of a woman surrounded by scales. The accompanying voiceover includes the comments, ‘You can have a diet with no weighing and measuring...’ at which point the advertisement shows the woman smashing scales with a wooden mallet.

## **THE COMPLAINT**

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

*‘(The advertisement shows) mature women smashing scales with violence...Am sure the saying “there is more caught than taught”...’*

## **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 determined that the advertisement did not breach the Code and would not offend prevailing community standards and views. The Board dismissed the complaint.