

COMPLAINT NUMBER	17/230
COMPLAINANT	L Watts
ADVERTISER	Frucor Beverages Ltd
ADVERTISEMENT	Frucor Beverages Ltd, Television
DATE OF MEETING	17 July 2017
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for Frucor V energy drink shows a tired office worker confronted with two miniature people representing the afternoon slump. The characters send an email with a doodled picture of a bottom to all staff including the office worker's manager. The office worker covers up by pretending he is speaking to a Russian about a "bum virus", when confronted by his manager. He silences his manager by placing a finger to his lips.

The Acting Chair ruled there were no grounds for the complaint to proceed.

Complainant, L Watts, said: My husband and I saw the advert about 'The Afternoon' drawing a bum-bum and showing his butt crack then 'taking over the guy's responses' so he sends out his email out and being so rude to his employer...telling viewers to use V. It is also part of a series of V ads which is equally irreverent and idiotic re unacceptable human behaviours. That stupid V ad is also unsafe with worksite stupidity and people putting tripping hazards in the way. We would like to complain about these promoting gross and unacceptable work- place behaviour that is unsuitable for our community...much less vulnerable young adults who think this is normal work behaviour.

The relevant provisions were Code of Ethics - Rule 4, Rule 5; Code for Advertising Food - Principle 1.

The Acting Chair noted the Complainants' concerns that the advertisement promoted offensive and unacceptable workplace behaviour.

The Acting Chair said the advertisement before her, set in an office, intended a level of humour around the mid-afternoon period when workers may be low on energy and more easily distracted. The Acting Chair noted the use of hyperbole with the miniature characters "After" and "Noon". She confirmed that while the advertisement was lacking in taste, it did not meet the threshold to offend against generally prevailing community standards. The Acting Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and to society.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

The Acting Chair confirmed that the advertisement that raised issues of workplace safety had been dealt with separately.

Acting Chair's Ruling: Complaint **No Grounds to Proceed**