

## Decision of the ADVERTISING REGULATORY BOARD

Complainants	Surekha Mothiram Michelle Britz Greybe Celliers
Advertiser	Mars Incorporated t/a Orbit
Consumer/Competitor	Consumer
File reference	Orbit – Surekha Mothiram & Others
Outcome	Undertaking
Date	9 April 2019

The Directorate of the Advertising Regulatory Board has been called upon to consider a complaint lodged by three consumers against an Orbit chewing gum television commercial.

### Description of the advertising

The commercial shows a “parents weekend” at what appears to be a college or boarding school.

A couple are shown kissing and undressing as the girl’s father approaches her room. He knocks on the door disturbing the couple. The girl quickly gets dressed, but her boyfriend puts an Orbit chewing gum in his mouth, and then opens the door in his boxer shorts.

He says, “Jim? I’m Tom.”

The father gives a small smile, and the line “Time to Shine” appears on the screen.

## Complaint

In essence, the Complainants found the content inappropriate for young people, encouraging teens to engage in sexual behaviour and disturbing to watch.

## Response

The Advertiser responded and submitted that following complaints via Facebook, it took the decision to remove the advert on television. The last airing of the advert was on the 17th March 2019

## Application of the Code of Advertising Practice

The following clauses were considered in this matter:

Offensive advertising - Clause 1 of Section II

Children - Clause 14 of Section II

## Decision

Having considered all the material before it, the Directorate of the ARB issues the following finding.

The main objective of the Advertising Regulatory Board is to protect consumers from advertising that contravenes the Code of Advertising Practice. In the vast majority of instances where advertising is found to contravene the Code, the ARB will require the advertising to be withdrawn or amended.

In this matter, the advertiser has withdrawn the commercial and will not use it again in future.

The ARB Directorate is satisfied that the undertaking by the advertiser is unequivocal and addresses the complaint before it, and therefore accepts this undertaking in resolution of the matter.