



**ADVERTISING  
STANDARDS  
BUREAU**

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[www.adstandards.com.au](http://www.adstandards.com.au)  
ACN 084 452 666

**Ms Caroline Mills  
615 St Kilda Road  
MELBOURNE VIC 3000**

11 February 2014

1. Complaint reference number: **150925**
2. Advertiser: **Mamee Australia**

Dear Ms Mills,

Thank you for your correspondence concerning an advertisement for Mamee Monster Snacks.

The Advertising Standards Board (the Board) considers complaints about advertisements which may breach one or more industry Codes. The list of Codes and issues covered by the Codes are available at <http://www.adstandards.com.au/advertisingstandards/codesweadminister>. Issues covered by the Codes include: discrimination or vilification of people; use of offensive language; inappropriate use of sex, sexuality or nudity; unjustified violence; and depictions that would breach community standards on health and safety. The Board also considers a range of issues related to advertising of motor vehicles, food and beverages, advertising to children and environmental claims.

Your complaint raises concerns under the AFGC RCMI however the advertiser, ABC Sales and Marketing, are not a signatory of this Code. As your concerns are specifically regarding a television advertisement under the RCMI your complaint cannot be considered by the Advertising Standards Board in this instance.

You may wish to pursue the matter directly with the advertiser.

We regret that we cannot assist you on this occasion but hope you will contact us in the future should you find the content of any other advertisement offensive. For more information about the advertising self-regulation system, please visit <http://www.adstandards.com.au>.

With regards,

**Nikki Paterson / Daniela Gray**

Case Managers

Advertising Standards Bureau

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