



CASE REPORT

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| 1. Complaint reference number | 8/09 |
| 2. Advertiser | Autobarn |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Wednesday, 21 January 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement from Autobarn for its Christmas catalogue opens with a man wearing an Autobarn t-shirt and explaining that Autobarn has all viewers will need for their cars. The man highlights engine oil from the catalogue which viewers see being poured onto a pizza by a pizza chef. The advertisement then shows two men on each side of a sheep. One man has a knife and blade sharpener. The advertisement then highlights sheep skin seat covers. Next viewers see people gathered around a car giving the thumbs up symbol. The voice over says, "For all your car stuff this Christmas". The advertisement ends with the company logo and contact details on screen.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

It caused the guys at my work to really add toxic industrial car oil to our edible oil to get a laugh. I am too scared to eat at a restaurant now. I am scared because i worry that if i eat at a restaurant i might be a victim of some other idiot who might get the idea to also add toxic industrial oil to my food. Another kid half fill up an empty edible oil container with toxic car oil and they all laughed One kid commented that ...he aint gonna eat any more pizzas from there. If you check up with the car oil manufacturers they will explain the the car oil has numerous toxic industrial chemicals additives that will cause irresisible damage to living organisms such as humans.

I find this extremely offensive, that a poor defenseless LIVE animal is portrayed with no respect for its left. Are we meant to think about 2 huge nasty men slaughtering this animal so we can have a seat cover?

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

'Our current series of advertisements containing characters from the SBS television show "Fat Pizza", commenced on December 15th and contains ten 30 second advertisements, a further ten 15 second equivalents, and 4 censored versions of two of the advertisements. The Characters and situations depicted in this series of advertisements are meant to show the characters in similar situations that they would be in as part of the Fat Pizza television show on SBS television and are meant to be humorous, harmless and memorable.

Prior to releasing the series, we conducted a number of focus group activities to gauge consumer response to the series, and found that the advertisements were not seen to be offensive to the groups polled.

Fat Pizza and the Fat Pizza characters have been seen consistently in Australia on SBS for over 9

years and, like many other Australian TV Comedy shows, has attracted a strong and loyal following. The success of the television show has now spawned a new television show with the same actors called "Swift and shift". As with all our television advertising campaigns, we have CAD approval of the series, and in two cases, have developed a "cut down" version of both the "Motor Oil" advert and the "Sheepskin" advert designed to be shown during children's viewing hours.

In reference to Advertising Complaint 8/09 where the Character pours motor oil on to the pizza, this is a characterization of a typical scene from the Fat Pizza show that ties in with the product that we are advertising. In this case, we have produced a censored version that does not show the oil being poured onto the Pizza.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board considered the complainants' concerns that the advertisement breaches Section 2.6 of the Code by depicting a man pouring engine oil on a pizza and that it breaches Section 2.2 of the Code by suggesting that a sheep is about to be killed.

The Board noted that the advertisement is intended to remind viewers of a particular Australian Comedy show which has a particular type of humour and that the advertisement is, like the program, over-the-top exaggerated and slapstick humour.

The Board considered the image of the two men with knives beside the sheep. The Board noted that there is no violence or cruelty shown to the advertisement and that the menacing nature of the men is intended to be 'tongue-in-cheek', not a serious depiction of a sheep about to be slaughtered. The Board considered that some viewers may not like to be reminded that sheepskin seat covers come from sheep, however the Board determined that the advertisement did not depict violence and that there is no contravention of Section 2.2 of the Code.

The Board noted the image of the cook pouring oil onto the pizza. Again the Board considered that this was an over-the-top and exaggerated depiction with no suggestion that the cook or other person would eat the pizza. The Board considered that most members of the community would consider the advertisement humorous and not a depiction of material that contravenes prevailing community standards on food safety. The Board also considered that the depiction of the man pouring the oil on the pizza was not likely to promote similar behaviour and that there was no contravention of Section 2.6 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.