



Case Report

1	Case Number	0016/13
2	Advertiser	One Harvest
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	30/01/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.1 - Discrimination or Vilification Age
- 2.1 - Discrimination or Vilification Gender
- 2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

The commercial opens on an elderly lady in the aisle of a supermarket. She spots a tall young male shopper pushing a trolley – on top there's a blue carton of Calypso mangoes. She pretends to be struggling to reach something on a high shelf and the young male shopper offers to help. While he turns his back to reach up for the product, she slips a couple of his mangoes into her basket. He hands her the product oblivious to the slight of hand. As the old lady walks off, the young man smiles to himself proud of his good deed. Then as he looks at his tray of mangoes the realisation of what has happened hits him. We then cut to an end frame with the Calypso mango logo, sliced mango and super that reads 'More mango, less seed'.

THE COMPLAINT

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

It is my opinion that this advertisement is offensive in that it encourages people to merely 'steal' things that they want. What message are we conveying to young impressionable people? Obviously the message is "if you want something- it's OK to just take it."

In a society declining to record numbers of thefts and similar offenses, I consider that the advertising company responsible for such an ad should take a long hard look at the message

they convey in their advertisements. I seek your response and possible corrective action. I am a grandfather of ten young children and their parents and I are trying to teach them right from wrong and how they should conduct themselves in an honest Christian upbringing. This advertisement lacks integrity, honesty and a decent message.

My first thought about it was the absence of integrity on the part of the organisations that gave it the OK to be screened, i.e.:

- 1. The advertising agency who created it*
- 2. The client who OK'd it*
- 3. The TV channel that screened it*

When young children see this advert, they will not only think it's OK to steal, but that the TV station appears to validate the stealing from a kind of person whose trying to help. I'm very much aware that Channel 9 network has a higher standard than this. You really should withdraw it: even if it's only for the sake of the network's image.

I was highly offended by this ad, as it portrays older ladies as being thieves, and not to be trusted in shops, so would it go further and entice people to think older women are not to be trusted at all?

It is degrading to women, especially older women, and demeaning, and we do not want anything in life to contribute to those thoughts.

Older women are being attacked and assaulted like never before, which shows lack of respect amongst a certain percentage of the community, and lack of respect should never be encouraged, as this ad shows no respect at all.

Older people are already discriminated against, and if the general public have seen this ad, I wonder what could go through their minds, as TV adverts are a powerful suggestion to a lot of people.

As a lot of people grow older they become more fragile, physically and mentally, so will this ad cause them to not ask for help, in case they will be thought thieves?

This ad could also be deemed sexist and I object to it very strongly and think it should be withdrawn.

I never buy Calypso mangoes anyway, as they are not nice to eat. Nor do R2. I only buy Kensington or Bowens.

I object very strongly because, as the man is reaching up to get something for the innocent looking elderly lady, she sneakily 'takes' 2 of the mangoes out of his tray and puts them in her own trolley. When he hands her what she wanted from the high shelf, she says "Thank you, what a nice man", and walks off with a triumphant self-satisfied look on her face.

Now, while some may think this is 'cheeky' or 'funny', I believe it sends a strong message to NOT trust little old ladies, as they will steal from you while you are helping them. To me and several of my friends young and old, this is not funny at all and is just another form of failed humourless advertising to belittle elderly people - and very little to do with mangoes. The young these days seem to have a warped perception of elderly people already, and there's nothing like this ad to encourage them to think we're now also thieves and can't be trusted. The elderly receive little or no respect as it is, others don't need encouraging to have even less!

I can just imagine some bright spark saying, "Don't help Granny, she'll steal ya mangoes!" I'm not offended by the ad because, if I was 'offended' by every slight directed at the old, I'd spend my life being 'offended' every day... it takes quite a lot to offend me.

I OBJECT to it... because it is sending yet another derogatory message directed at old people, that an act of kindness will be rewarded by cunning and theft.

If you can't see that, and if the Calypso Mango people can't see that, then I feel very sorry for you all.

The ad certainly doesn't encourage me to rush out to buy Calypso mangoes - I'll buy Kensington instead in future... people don't steal those!

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

The intention of this advertisement was to communicate the irresistible nature of Calypso mangoes. This commercial is one in a series of three that shows in a light-hearted and humorous way people who 'can't go past a Calypso.'

In the commercial a seemingly-innocent older lady is shopping in a supermarket. After seeing a tray of Calypso mangoes in another shopper's trolley she plays a little trick on him to divert his attention while she slips a few of the mangoes into her trolley.

The reason we chose the innocent older lady character was to heighten the surprise when she takes the mangoes – the audience isn't expecting her to do something like this, which makes it funnier when she does. We don't think this reinforces any negative stereotypes about older people – her character just happens to be a bit cheekier than people might expect.

The fact that she has grabbed the mangoes inside the supermarket means she hasn't actually stolen them because they haven't been paid for yet. This was an intentional part of the communication aimed at limiting the seriousness of the act and keeping it in the realms of light-hearted 'naughtiness' rather than anything immoral or offensive to community standards.

THE DETERMINATION

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

The Board noted the complainant's concerns that the advertisement is degrading in its portrayal of older people and encouraging of poor behaviour such as stealing.

The Board viewed the advertisement and noted the advertiser's response.

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Board noted that the advertisement features an elderly woman seeking the assistance of a young man in a supermarket to reach a product off the high shelving. While the man is reaching up to the item, the lady removes mangoes from his tray and puts them into her own trolley.

The Board noted the complainant's concerns that depicting the woman taking the mangoes is degrading as it makes her appear sneaky and dishonest. The Board considered however that the most likely interpretation of the advertisement is that the elderly woman is cheeky and clever in the use of her age as a means to distract the man so that she can place the mangoes in her own trolley.

The Board considered that this portrayal did not negatively stereotype older people and considered that this depiction is not degrading or demeaning to people of any age. The Board determined that, in this instance, that the advertisement did not depict any material that discriminated against or vilified any person or section of society. The Board determined that the advertisement did not breach Section 2.1 of the Code.

The Board then considered whether the advertisement was in breach of Section 2.6 of the Code. Section 2.6 of the Code states: "Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety".

The Board noted the complainant's concerns that by showing the lady taking the mangoes that she is stealing and that children will consider this acceptable behaviour.

The Board noted that although the lady has taken the mangoes from the man, she will still have to pay for the product at the checkout herself and is in turn not stealing from the store. The Board considered that most reasonable members of the community would recognise that the depiction of the elderly lady is intended to show 'cheekiness' rather than anything dishonest or offensive to community standards. The Board did not consider that this portrayal was condoning or encouraging people to steal.

Based on the above, the Board determined that the advertisement did not depict material that was contrary to prevailing community standards on health and safety and did not breach section 2.6 of the Code.

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

