



Case Report

1	Case Number	0041/11
2	Advertiser	Australian Pork Corporation
3	Product	Food and Beverages
4	Type of Advertisement / media	Radio
5	Date of Determination	23/02/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.3 - Sex/sexuality/nudity Treat with sensitivity to relevant audience
- 2.1 - Discrimination or Vilification Other

DESCRIPTION OF THE ADVERTISEMENT

Australian Pork's Get Some Pork on Your Fork – script one radio reminder establishes a lunch setting with four women aged around 35-40. The group of women discuss Jude's relationship with Rob. Jude comments that the relationship is now going well as she ""porked him"". The advertisement then continues by delivering a health message, followed by a driver to pork.com.au for recipes, and finally ending with Australian Pork's well known tagline "Get Some Pork on Your Fork".

THE COMPLAINT

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

It is blatant sexual innuendo that is poorly veiled and shown in general view time slots. I find it offensive. I have the ability to chose what programs to watch according to their classification however I am not given a choice of the content of ads placed during program breaks.

Clearly all Australians do not love Pork.

I am a vegetarian and find the statement to be inaccurate and offensive as the term "all Australians" includes me.

Jews Muslims, vegans, Seventh Day Adventists and others also do not like pork, along with many other Australians who also chose not to eat it for their own reasons.

The ad is both misleading and offensive to those who chose not to eat pork for humanitarian or religious purposes etc.

THE ADVERTISER'S RESPONSE

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

From the information provided, it is clear that the complaint relates to two separate pieces of communication.

The first piece of communication referenced describes a 30 second radio advertisement produced by Australian Pork, entitled Get Some Pork on Your Fork – script one radio reminder. Please find enclosed a copy of the advertisement - APL0039PH30.mp3.

The second piece of communication referenced by the complainant refers to Australian Pork's Get Some Pork on Your Fork – script one television advertisement. A response to a previous complaint referencing this commercial has already been reviewed and subsequently dismissed by the Advertising Standards Bureau. For further information, please refer to case 94_10.

It is important to note that the 30 second radio ad was developed to remind viewers of the television advertisement; the script and interplay between actors is therefore practically identical. As a result, while reviewing the Get Some Pork on Your Fork – script one radio reminder commercial, please also consider the TVC complaint dismissal outlined in the ASB's case report Australian-Pork-94-10.pdf

BACKGROUND

APL is a pig producer-funded organisation that undertakes R&D, marketing, and government communication for the industry – things that individual farmers cannot do for themselves.

APL invests between \$2-3 million above-the-line each year to promote fresh pork products, which account for about 10% of all fresh meat sales nationwide. We spend a comparable monetary figure on research, retailer collaboration and new product development.

Following recent consumer usage and attitude research, APL refined its positioning strategy (target audience and brand proposition) for pork to target 36% of Australians who account for 61% of fresh pork consumption.

THE COMPLAINT

The complaint in your letter refers to Section 2.3 of the AANA Advertising Code of Ethics (portrayal of sex/sexuality/nudity). This is addressed below, specifically in relation to Australian Pork's Get Some Pork on Your Fork – script one radio reminder advertisement. The complainant makes reference to the term "porking". Depending on the individual viewer, this dialogue between the performers can carry significantly disparate inferred meanings. The first, and most significant meaning of the phrase "pork him", refers to the simple process of serving a pork dish to a family member. The second alternative meaning carries with it a double entendre – typical everyday Aussie humour. This secondary meaning is designed to entertain through a subtle comic undertone, while generating a heightened awareness of the product.

As you would be aware after reviewing Get Some Pork on Your Fork – script one radio reminder, the "pork him" phrase is delivered in a conversational tone, and is not accentuated either with altered tone of voice, additional sound effects or other audio effects.

While these techniques are often used by advertisers wishing to generate additional impact, these were deemed inappropriate and therefore omitted during the scripting phase. Australian Pork put considerable time and effort into producing an advertisement that was reflective of everyday, “slice-of-life” conversations.

In addition to the restrictive measures implemented during the production process (outlined above), Australian Pork Ltd commissioned qualitative consumer research during the script development phase of production – see attached pork_him_exec_summary.pdf. This process helped ensure both the TV and radio commercials produced were perceived (by the vast majority of people) as entertaining, educational and non-offensive.

While the vast majority of the tested audience enjoyed the light hearted humour of the pork him campaign idea, I’m sure you can understand it would be impossible to produce a campaign which is perfectly suited to every Australian.

I trust the explanation above has provided a more comprehensive understanding of the extensive efforts made by APL to ensure an appropriate and effective advertising campaign, while addressing your concerns.

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 complainants’ concerns that the advertisement is offensive to vegetarians and that it features blatant sexual innuendo.

The Board reviewed the advertisement and noted the advertiser’s response.

The Board first 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, sex, age, sexual preference, religion, disability or political belief.'

The Board noted that the advertisement is for pork and the tagline is “Get some pork on your fork”. The Board noted that this product is allowed to be advertised and that the advertisement does not suggest that you should eat only pork or make reference to those who do not eat pork.

The Board considered that the encouragement to eat pork in the advertisement did not vilify or discriminate against people on account of their dietary choices and 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 2.3 of the Code. Section 2.3 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone”.

The Board noted it had previously considered and dismissed a complaint about the television advertisement by this advertiser which featured similar dialogue to the current radio advertisement (case reference 94/10).

The Board noted that the advertisement features a woman telling her female friends that she porked her partner and that she may pork him again. The Board noted the advertiser's response that they were trying to use light hearted humour to capture the listener's attention. The Board noted the complainant's concern that the word 'pork' is blatant sexual innuendo however the Board considered that in the context of this advertisement, the word pork is relevant to the product being advertised.

The Board noted that whilst some members of the community may find the double entendre of the term 'porked' to be inappropriate, the Board considered that it was mild and unlikely to be understood by most children. Based on the above, the Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach section 2.3 of the Code.

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