



ADVERTISING
STANDARDS
BUREAU

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph (02) 6173 1500 | Fax (02) 6262 9833
www.adstandards.com.au
ACN 084 452 666

Case Report

1	Case Number	0044/14
2	Advertiser	Mondelez Australia Pty Ltd
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	26/02/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

At a backyard BBQ a group of 30-40 year olds are enjoying each other's company when a yummy face competition breaks out amongst the crowd. Men and women start pulling yummy face one after another after eating salad covered in delicious Zoosh dressings and mayonnaise. All trying to outdo the other the competition erupts into walk offs on tables, pouring salad into the air and poolside tumbling, all because they've discovered the secret to beautiful food... Zoosh.

THE COMPLAINT

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

"If beautiful is boring then go up to the next level"

"Just Got Laid" Kraft Food Label Salad Dressing.

The Food Labelling is too common and cheap.

Male table dancing and being encouraged by the females by licking her lips and pouting. It has sexual, provocative overtones.

THE ADVERTISER'S RESPONSE

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

As one of Australia's largest food manufacturers and advertisers, Mondelez International has an important role in promoting products responsibly and we strive to take the utmost care in our advertising and communication to consumers.

A review of the information provided against our advertising schedule (included for your reference) demonstrates that the advertisement described by the complainant was not placed on the described networks on the dates nor the times suggested.

Three versions of the advertisement were developed for Zoosh Foods – 15, 30 and 60 second cuts. The scene which is the subject of the complaint appears only in the 60 second version, which has aired on YouTube and STV only. Our media schedule demonstrates that the 30 second ad was placed on 29 and 30 January, however did not feature the scene described by the complainant.

We will however address the complainant's concern around the sexual nature of the 60 second advertisement, and have reviewed the advertisement against section 2.4 of the AANA Code of Ethics which states that 'Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience' and believe that the advertisement is consistent with the principles outlined in the AANA's Code.

The language, sounds and visuals are appropriate for the relevant audience and medium. The ad is not exploitative or degrading, and the language, sounds and visuals are used with sensitivity to the target audience. We disagree with the complainant that the male dancing on the table is encouraged by 'the females by licking her lips and pouting', as there is no connection between the male dancing on the table and the males and females pouting in the advertisement. The pouting by the males and females in the advertisement is to denote the comical treatment of the advertisement. The creative idea beyond the advertisement is to show that Zoosh Foods does not take the world of salad seriously by poking fun at those who do (and no one cares more for salad than models). We have specifically created a Zoosh pose for salad eaters called the 'Yummy Face' (which looks like an over-emphasized model pout), and involves models doing the 'Yummy Face' after they eat a Zoosh product.

Furthermore, the media schedule booked for Zoosh Foods targets 35 – 54 year old grocery buyers. The advertisement is designed to appeal to consumers and in no way intended to offend the wider community. We also believe that the advertisement does not contravene any prevailing community standards.

We also note that the complainant has raised concerns with regard to the name of one of the salad dressings in the Zoosh range 'Just Got Laid' free range mayonnaise. We note that this product is featured for approximately three seconds at the very end of the advertisement, however the words 'Just Got Laid' are illegible and cannot be read on screen.

We also note that labels and packaging for products are excluded advertising or marketing communications from the AANA's Code. In the spirit of the Zoosh range, the premise behind the name of the product is comical and is intended to be a fun way of representing free range egg mayonnaise. In any event, as raised above, the product's name and the words 'Just Got Laid' cannot be read on screen, and therefore in our view is not a part of the advertisement.

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 includes images that are inappropriate and have sexual overtones.

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

The Board considered whether the advertisement was in breach of Section 2.4 of the Code.

Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board noted that the advertisement features a backyard BBQ with a group of adults. Men and women start posing in a way that includes an over-emphasized pout called a “yummy face”. Scenes include a man walking on the tables squeezing salad dressing onto the salads on the table and one man poses to the camera, and then rolls into the pool.

The Board noted the advertiser’s response that “the pouting by the males and females in the advertisement is to denote the comical treatment of the advertisement and to show that Zoosh Foods does not take the world of salad seriously by poking fun at those who do ie: models”.

The Board noted that background music and the activity of the people is likened to the movie ‘Zoolander’ which features a male supermodel who uses exaggerated movements and pouting of his mouth in a humorous way.

The Board noted that there are several different people around the table including men and women and people from culturally diverse backgrounds. The Board considered that the advertisement was celebrating diversity and using a common Australian past time of the backyard barbeque to promote the product.

The Board considered that the pout was exaggerated and over the top in a deliberate effort to make it seem humorous rather than sexualised and that there are no inappropriate gestures or innuendo.

The Board determined that the advertisement clearly depicted people having a good time who were encouraged to show the “yummy face” after tasting the dressing on their salad and other products. The Board considered that most members of the community would consider the advertisement to be light hearted and fun and not sexualised. The Board considered that it did treat the issue sex, sexuality and nudity with sensitivity to the relevant audience and did not breach Section 2.4 of the Code.

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