



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0044/19
2	Advertiser	Mars Wrigley Confectionery
3	Product	Food and Beverages
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	20/02/2019
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.3 - Violence Bullying

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a stereotypical 'nerd' being pushed against the wall by a bully and asked for his lunch money. A girl is shown walking down the corridor, and the 'nerd' eats some chewing gum. He then tells the girl that he loves what she's doing with her hair and tells the bully that she got highlights.

THE COMPLAINT

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

Yes, bullying is acceptable provided it's only a male being bullied. How admirable are your ethics and mindset. One day your tiny minds will wake up to the misery and torment a weaker lad feels, plus the absolute fear, when set upon by a bigger, cruel bully. Please reverse the genders= A tough schoolgirl assaults a weaker one, who compliments a passing boy on his haircut! Look up "equality" in the dictionary, please, you small unenlightened, hard people, who shouldn't be employed.



The add implies that bullying is ok because chewing gum will make it ok and make you cool somehow.

THE ADVERTISER'S RESPONSE

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

Advertiser did not provide a response.

THE DETERMINATION

The Ad Standards Community Panel ("Panel") considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the "Code").

The Panel noted the complainant's concern that the advertisement implies bullying is acceptable.

The Panel viewed the advertisement and the noted advertiser did not provide a response.

The Panel noted that this television advertisement features a boy pushing another boy against a wall and asking for his lunch money.

The Panel considered whether the advertisement breached Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Panel noted that the advertisement depicts a boy pushing another boy against a wall and asking for his lunch money. The Panel noted that the boy against the wall does not appear frightened or concerned, but rather eats a piece of chewing gum and then comments on a girls hair. The impression of this scene is that chewing gum makes the boy more confident, and he then tells the other boy that the girl got highlights in her hair.

The Panel considered that whilst the boys' are clearly engaged in physical contact in the Panel's view the actual level of contact between the boys is relatively low impact. The boy against the wall does not interpret the interaction as being overly threatening, and reacts in a way that appears to resolve the confrontation without violence occurring.



The Panel noted that bullying on school premises is likely to be a particular concern of young viewers, but that the conduct depicted in the advertisement did not imply that bullying was acceptable. In the Panel's view the advertisement did not breach Section 2.3 of the Code.

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

