



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	0106/19
2	Advertiser	Inspirations Paint
3	Product	House Goods Services
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	17/04/2019
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.1 - Discrimination or Vilification Age
- 2.3 - Violence Bullying
- 2.3 - Violence Domestic Violence

DESCRIPTION OF THE ADVERTISEMENT

A mother, daughter and grandmother are at the dining room table eating dinner. The daughter looks at her mother and grandmother and then flicks mashed potatoes at her grandmother and hits her in the face with the food for no apparent reason. In shock and disbelief, the mother screams "go to your room" and the daughter throws down her fork and storms off to her room.

We then see the daughter smile and opens the door to her bedroom. As she enters her room, the daughter admires her freshly painted room and jumps on her bed in delight. She's back in her happy place, a newly paint bedroom that is her oasis and now it is revealed why she wanted so desperately to go to her room.

THE COMPLAINT

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

My husband and I feel this is totally disrespectful to our elders, to our family members





and teaches our younger generation to abuse our older generation. We will not be letting our grandchildren watch such an ad. This type of ad is totally offensive and does not set any positive role modelling for our younger generation. Please remove this ad from television.

<https://www.youtube.com/watch?v=AibuGCbZS54> This add is an appalling display of poor behaviour of a child and as it is rewarded for throwing food at her grandmother it is a poor example for other children. We live in a world where domestic violence is so prevalent and it is trying to be combated by many organisations. Children should never be shown this kind of behavior as okay and funny. Please investigate this as a community we need to stand against any kind of domestic violence.

I find it objectionable to see family violence depicted in this manner. It is gratuitous, offensive and unnecessary.

THE ADVERTISER'S RESPONSE

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

After reading the complaints received by Ad Standards, I would like to address the concerns of some viewers about the behaviour portrayed in our current Bedroom Project Season TV commercial.

Whilst we as individuals, and as a business, believe in the societal norms of politeness and the values of respect towards elders, we also credit Australian television audiences as being smart enough to tell the difference between comedy and what's acceptable in real life. As a parent of young children myself, it is our parental duty to teach good values to our children and not the responsibility of advertisers to teach and raise our children on our behalf. We tested the ad with a panel of mums before we aired it and they perceived it as slapstick comedy (as it was intended) and gave it the thumbs up to go to air. Whether this means the values our society holds have deteriorated is up for debate. In no way do we here at Inspirations Paint condone bullying, vilification of age or domestic violence.

Finally, with all TVCs that are broadcast on free to air TV, we had to get a CAD number from Free TV – this a requirement before any TVC can be aired. We sent in the script and a copy of the TVC for formal classification and Free TV did not see any of the content/themes presented in the script and corresponding vision as being negative or discriminatory. Moreover, CAD classified the TVC with a "G" rating which means it can be shown any time of day with the exception of children's programming.

THE DETERMINATION



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

The Panel noted the complainants' concern that the advertisement is discriminatory towards the elderly and depicts family violence.

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

The Panel considered the television advertisement features a girl, her mother, and grandmother having dinner. The girl flicks mashed potato at her grandmother and is sent to her room. Her room is shown to be beautifully painted and she is happy to be there, implying that she got herself sent to her room on purpose.

The Panel 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 Panel noted the complainants' concern that the advertisement is discriminative towards the elderly.

The Panel noted the Practice Note to Section 2.1 provides the following definitions:

"Discrimination – unfair or less favourable treatment.

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule."

The Panel considered that the shocked and disapproving reaction of the mother clearly indicated that the child's behaviour was not appropriate, even if the advertisement is humorous. The Panel considered that the overall impression of the advertisement depicts the behaviour in a negative light as the child is sent to her room, and does not suggest that the grandmother is at fault in any way. The Panel considered that the advertisement did not suggest that the woman was targeted because of her age. The Panel considered that the advertisement content did not humiliate, intimidate, incite hatred, contempt or ridicule of elderly people.

The Panel considered that the advertisement did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of age and determined that the advertisement did not breach Section 2.1 of the Code

The Panel considered whether the advertisement was in breach of 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 the complainants' concerns that the advertisement depicts family violence.

The Panel acknowledged that domestic and violence is a serious community issue, however noted that this advertisement for a paint brand and is not a community awareness advertisement.

The Panel considered that although the child does flick mashed potato at her grandmother, she is not shown to be aggressive or threatening. The Panel considered that most members of the community would not consider this scene to be a depiction of family or domestic violence.

The Panel considered that the advertisement did not depict violence, rather it was portraying a type of slapstick comedy in which the young girl shows unacceptable behaviour to ensure she is sent to her room as punishment. The Panel considered that the advertisement did not depict violence and considered that the advertisement did not breach Section 2.3 of the Code.

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaints.

