



Case Report

1	Case Number	0120/12
2	Advertiser	Australian Pork Limited
3	Product	Food and Beverages
4	Type of Advertisement / media	Radio
5	Date of Determination	11/04/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

The commercial opens with sounds of a typical family luncheon. A grandmother is chatting with her granddaughter and her granddaughter's boyfriend. The grandmother raises the topic of marriage and grandchildren. The grandmother then suggests that it's time for the granddaughter to "pork" the boyfriend. Misinterpreting what the grandmother has said, the granddaughters' reaction is one of shock. The grandmother then continues to suggest that regular pork consumption is one of the reasons why her husband is so fit and healthy. A voice over is then heard outlining the nutritional benefits of trimmed lean pork and the tagline - "Get some pork on your fork"

THE COMPLAINT

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

*Even if children do not understand the inference it is still not appropriate to talk of f***ing on radio or in public or at work in the common room let alone to infer it blatantly like this series of adverts.*

THE ADVERTISER'S RESPONSE

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

The anonymous complaint refers to Australian Pork's Get Some Pork on Your Fork – Sunday Lunch (radio) advertisement.

BACKGROUND

Australian Pork Limited (APL) is a pig producer-funded organisation that looks after research and development (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 ten per cent of all fresh meat sales nationwide. We spend a similar amount on research, retailer collaboration and new product development.

Following consumer usage and attitude research in late 2008, APL redeveloped the positioning strategy (target audience and brand proposition) for pork to target 36% of Australians who account for 61% of fresh pork consumption, as the research suggests they are targets who can most effectively be influenced.

THE COMPLAINT

The complaint in your letter refers to Section 2.4 of the AANA Advertising Code of Ethics. This section will be addressed in terms of the Get Some Pork on Your Fork – Sunday Lunch (radio) advertisement.

2.4 – Portrayal of sex/sexuality/nudity

Get Some Pork on Your Fork – Sunday Lunch (radio) entertains viewers by bringing to life a common situation often experienced between family members. That is, when innocent misinterpretation leads to humorous and awkward circumstances.

Get Some Pork on Your Fork – Sunday Lunch (radio) is built around a common conversation between an elderly grandmother and her late-twenties granddaughter. As with many grandmothers, the ongoing evolution and wellbeing of the family is high on their agenda. In this example, the confirmation of the granddaughter's relationship through marriage with the subsequent bearing of children is key to securing the family's longevity. As a grandmother who has "heard it all before", such issues are too urgent and important to wait for private discussion. However, this "willingness to discuss" is not shared by the granddaughter and tension between young and old is created. This tension is built upon when the word "pork" is misconstrued.

To ensure the misinterpretation insight between the characters is portrayed in respectfully and appropriately, APL worked with the creative agency (Shift) during the development process to ensure audio cues were tasteful and non-suggestive. Producing anything contrary would not only turn off APL's target audience (thus rendering the ad ineffective), it would also detract from the insight on which the advertisement was scripted.

During production, numerous takes of both the grandmother's and granddaughter's dialogue were recorded to ensure the "parallel conversation" which unfolded was clear. At no point was the grandmother's delivery sexual in tone, rather it was one of premeditated confidence to ensure a response. This over-confidence, and the resulting ignorance of the misinterpreted pork reference, is further reinforced by the granddaughter's shocked and confused reaction. Without such a response, the advertisement would not effectively convey the nervous tension and would lose its light-hearted humorous appeal.

Similarly, the grandmother's definition of "pork" (serving a pork dish) is clarified when the proceeding dialogue indicates the grandfather is fit and healthy - at least in part - as a result

of regular pork consumption. This is followed by a voiceover communicating two key health benefits of trimmed lean pork, substantiating the grandmother's health claim. Lastly, it should be noted that the majority of people who have heard Get Some Pork on Your Fork – Sunday Lunch (radio) have also been exposed to APL's Sunday Lunch (television) advertisement, along with other Australian Pork ads containing similar misinterpretations. An example of this is APL's flagship advertisement Get Some Pork on Your Fork - Script One. Get Some Pork on Your Fork - Script One has been reviewed by the Advertising Standards Bureau with all suggestions of inappropriateness being successfully dismissed - for further information please see case 94/10. I trust the explanation above addresses your concerns, providing a more comprehensive outline of the extensive efforts made by APL to ensure an appropriate and effective advertising campaign. Please do not hesitate to contact me if you have any questions or require further information about the campaign.

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 features an inappropriate topic of discussion and sexual references.

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 this radio advertisement features sounds of a typical family luncheon and discussion between a grandmother, granddaughter and her granddaughter's boyfriend. The grandmother suggests that it's time for the granddaughter to “pork” the boyfriend. The discussion continues and a voice over is then heard outlining the nutritional benefits of trimmed lean pork and the tagline - “Get some pork on your fork.”

The Board considered that the context of the discussion is clarified by the grandmother as she continues on to describe that the reason her husband is so healthy is because she has been “porking” him for years.

The Board considered that the references to “porking” in the advertisement are mildly sexually suggestive, but considered however that the sexual suggestion is unlikely to be understood by children, and that the sexual innuendo would be understood by most in the community as humorous and a play on the meaning of the word “pork” in the context of the advertised product.

The Board acknowledged that some members of the community might be offended by the use of the term “pork him” but considered that it is mildly sexualized.

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 2.4 of the Code.

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