



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0121/14
2	Advertiser	Primo Smallgoods
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	23/04/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

- Other Social Values

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

2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

We see a man lying on a bed of bacon with more bacon falling all around him. We then hear his name being called and see that the man was daydreaming whilst eating a bacon sandwich and his wife had been trying to catch his attention.

THE COMPLAINT

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

Disgusting, its offence, it's weird, it makes me feel uncomfortable and it's a waste of food.

I found that this was an offensive waste of meat to make an advertisement. I also found the content disgusting and vulgar. It also pays no respect to the pigs that were sent to slaughter and died to produce the meat for this advertisement.

It's gross, Children could see it, the ad is offensive on many levels, it shows a a food product in sexual manner, it is inappropriate for the items being sold, the timing it during a family friendly show, the whole ad

THE ADVERTISER'S RESPONSE

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

We are writing to respond to the above-mentioned complaint, which stresses concern with the nudity displayed in the TVC as well as question over the time of broadcast.

Firstly it is important to note that the 'bacon dreamer' scene in question is not based on reality. It is a fantasy like snapshot of a daydream of our hero (Steve – a fictional character) as he gets lost in a moment instigated by the smell and taste of the bacon sandwich that we learn that he's eating at the end of the ad. This scene is fantasy and dreamlike environment only, created solely as a visual reference to demonstrate our hero and our audience's love of bacon. This is created for advertising purposes only, and nowhere do we suggest that this scene should be recreated at home, nor do we suggest that this is based on any kind of actual reality. This is further enhanced when we hear the wife say, "Steve, Steve", which along with his facial reaction confirms that he has been daydreaming – not in an actual or real environment elsewhere.

We feel that lovers of bacon will be able to relate to this feeling, after all, if you love bacon you really love it, and can think of nothing better than sinking your teeth in to a delicious juicy bacon sandwich.

We feel that the way the bacon floats down the screen as the ad opens is treated beautifully, and the frames where the man is lying in the bacon plucking pieces from the air as humorous and light-hearted.

To cater for all subjective interpretations, we have gained the approvals of any necessary third parties prior to going to air to mitigate risk of offence.

CAD awarded both the 30" and 15" edits a W rating meaning that we are not permitted to air either TVC during time when children are likely to be viewing. We, and our Agencies, are familiar with this rating and aware that the TVC is not to be broadcast in times specific to either PG or G commercial activity.

2.1 Discrimination or vilification and 2.2 Exploitative and degrading

We disagree with this TVC being perceived as discriminating in any way. Our hero character is clearly making a light hearted joke of this obviously unrealistic situation, as he over exaggerates plucking bacon from above him and eating in a humorous way.

2.2 Violence

There is no violence evident in the TVC nor was there any violence conducted during the production of the TVC. Primo Smallgoods sells bacon and as such this is featured within the TVC – however modern production methods enabled us to duplicate a considerable proportion of the bacon visible in the TVC to avoid any unnecessary food wastage.

2.4 Sex, sexuality and nudity

We acknowledge that there is visible flesh in the TVC but please note that there is no explicit

evidence of the groin area, or nipples on the torso. Neither the full torso or the thighs are exposed. An earlier discussion with CAD in production processes advised us that excessive nudity would not be permitted, and therefore we, and they, are comfortable that any offending flesh has been covered up. Essentially we feel that this is more perceived nudity than anything else, and suggestive that the man is nude in the bacon, when in actual fact he is not. As mentioned above, the level of flesh exposed has been approved by CAD during Pre-Production and again prior to going on air. There is no explicit sexual activity in this TVC.

2.5 Language

Please refer to the attached script. The only audible language in both spots is the name "Steve, Steve" which refers to the fictional name of the hero character, the man. There is no offending language in this TVC.

2.6 Health and Safety

We confirm that no health or safety codes were breached in this TVC. Whilst the man appears to be nude he was wearing briefs. The bacon wasn't raw but had just been freshly cooked within the vicinity and on the day of shooting.

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' concern that the advertisement depicts a naked man surrounded by bacon which is inappropriate.

The Board viewed 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 man day dreaming about lying in a pile of bacon whilst more bacon rains down on him.

The Board noted that the advertisement has been filmed in the style of a scene in the movie, American Beauty, and considered that it is made clear that the bacon sequence is a fantasy scenario.

The Board noted that the man does appear to be naked when lying in the bacon but considered that his private areas are well covered. The Board noted the complainants' concerns that the image is sexualised and considered that although the man is clearly supposed to be naked he is not presented in a sexual manner and his poses are intended to reflect his love of bacon as a food product he consumes and the presentation is humorous.

The Board noted that the advertisement had been rated 'W' by CAD and considered that the level of nudity in the advertisement is not inappropriate for the relevant audience which

would include children.

The Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and determined that the advertisement did not breach Section 2.4 of the Code.

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted the advertiser’s response that freshly cooked bacon was used in the advertisement and that special effects were used so that it appears that there is more bacon than was actually used. The Board noted that the bacon sequence is presented as a fantasy scenario and considered that the advertisement does not suggest or encourage people to roll around naked in bacon before consuming it.

The Board noted the complainants’ concerns about animal welfare issues surrounding the production of bacon and considered that this is not an issue which falls under the Code in this instance as the advertisement does not depict the farming methods used in their product and the Board can only consider the actual content of the advertisement when making its determination.

The Board determined that the advertisement did not breach Section 2.6 of the Code.

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