



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0151/12
2	Advertiser	Australian Pork Limited
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	24/04/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

Two women from the previous Pork commercials are in a kitchen drinking tea and looking out of the window. Outside we see another woman chatting at length with the postman. One of the woman in the kitchen says that the woman outside has porked both the postman and the rest of the neighbourhood and her friend spits out her tea in shock.

We then see a house-warming party the week before showing the woman from outside serving Pork Bolognese to her guests - one of whom is the postman.

A male voice then states "An authentic Italian spag bol tastes better with pork mince. So if you really want to impress – get some pork on your fork". The Australian Pork logo is then shown on a black background along with the end line written in white text "Get some Pork on your fork".

THE COMPLAINT

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

The term "pork" and "porked" used in the context of the ad refer to sexual behaviour. It is commonly used term to describe sex. This ad is offensive and degrading to woman and should not be played at 8:50am in the morning when my 2 sons aged 5 and 8 are watching TV.

THE ADVERTISER'S RESPONSE

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

BACKGROUND

Australian Pork Limited (APL) is a pig producer-funded organisation that undertakes 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 comparable monetary figure on research, retailer collaboration and new product development.

Following consumer usage and attitude research in 2008, APL developed a positioning strategy which targets 36% of Australians who account for 61% of fresh pork consumption. As the research suggests, these are the targets who can be most effectively influenced.

The complaint refers specifically to Section 2.4 of the AANA Advertising Code of Ethics - sex / sexuality / nudity. Both section 2.4 and the code in general will be addressed in reference to Australian Pork's television advertisement Get Some Pork on Your Fork – Postman.

Get Some Pork on Your Fork – Postman is the 5th television commercial in a series of advertisements which collectively form Australian Pork's Get Some Pork on York Fork campaign. First aired in February 2010, the campaign targets Australian consumers who are either solely or jointly responsible for the household's grocery shopping and cooking.

To generate interest and entertain viewers, Get Some Pork on Your Fork – Postman brings to life a situation commonly encountered in daily existence. That is, when innocent misinterpretation can lead to awkward, but humorous scenarios.

To ensure the misinterpretation is delivered in a respectful, appropriate manner, APL worked closely with Shift (creative agency) throughout the development process to ensure both visual and audio cues were tasteful and non-suggestive. Producing insensitive content would not only turn off APL's target audience (thus rendering the advertisement counterproductive), but it would also detract from the key insight – misinterpretation – which the advertisement was built upon.

The shock "spitting of the tea" reaction by the blond female lead actor was specifically scripted to verify for the viewer that the word "pork" had been misinterpreted. The advertisement then resolves with a flash-back to the neighbour serving a delicious pork spaghetti Bolognese at her housewarming party. Clearly visible at the housewarming are both the postman and the lead female character that created the misinterpretation in the initial conversation.

Not surprisingly, after viewing the advertisement, 45% of respondents suggested that they would either "enjoy watching it a lot" or "quite enjoy watching it". Only 7% of respondents claimed they "won't enjoy watching it at all".

Get Some Pork on Your Fork – Postman television commercial has been awarded a PG rating by CAD (Free TV Australia). As a PG rated advertisement, the commercial has been deemed to contain only careful representations of adult themes that are not only mild in impact, but are suitable for children to view. While the campaign is not targeted at a younger audience, the fact that CAD awarded a PG rating testifies that the campaign treats sex, sexuality and nudity with sensitivity, as outlined by the AANA Code of Ethics.

Finally, it should be noted that the vast majority of people who have seen Get Some Pork on Your Fork – Postman will have previously seen other Australian Pork advertisements 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 previously been reviewed by the Advertising Standards Bureau with any suggestion of inappropriateness being successfully dismissed - for further information please see case file # 94/10.

I trust the explanation above has provided a more comprehensive understanding of the extensive efforts made by APL to ensure an appropriate and effective advertising campaign, while addressing your concerns.

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 refers to sexual behaviour and is offensive and degrading to women.

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

The Board considered whether the advertisement was in breach of Section 2.1 of the Code. Section 2.1 of the Code states: “Advertising or Marketing Communications shall not portray people 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 Board noted that the advertisement features two women looking through the window of a home discussing the scene they see before them involving the neighbour and the postman. The neighbour appears to be flirting with him.

The Board noted the complainant’s concern that the advertisement is degrading to women and considered that the scene of the woman flirting with the postman is not of itself degrading to women as both the woman and the postman appear happy in the situation. The Board considered that the depiction of the two women discussing their friend’s flirting with the postman is typical of the type of conversation held between women when they get together and again is not of itself degrading to women.

The Board determined that the material depicted did not discriminate against or vilify any person or section of the community on account of gender and did not breach Section 2.1 of the Code.

The Board then considered whether the advertisement complied with Section 2.4 of the Code. Section 2.4 states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board considered that the advertisement is mildly sexually suggestive with references to “porking” the postman however the Board considered that the sexual connotation is mild and is unlikely to be understood by children.

The Board noted that this suggestion is then followed by the woman serving pork to the postman and her friends and neighbours, and the connection is clearly made between ‘porking’ referring to food and not sex. The Board considered that most members of the community would understand the humorous context of the advertisement and the play on the meaning of the word “pork”.

The Board noted that they have previously considered Australian Pork Corporation advertisements of similar nature at three separate times (case reference: 171/11, 179/11 and 325/11) and dismissed the complaints on these occasions. The Board also noted that it had previously dismissed complaints about this advertisement on Pay TV (0008/12).

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.