



Case Report

1	Case Number	0171/11
2	Advertiser	Australian Pork Corporation
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	25/05/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Sex/sexuality/nudity Treat with sensitivity to relevant audience

DESCRIPTION OF THE ADVERTISEMENT

The girls ask the male character what the couple has been doing over the past few weeks with a new girlfriend, and he responds by telling them about shopping trips, picnics etc that they have recently undertaken together. One of the female characters then suggests that he should “pork her” (serve her a pork dish) and that they would like to come too. The advertisement then shows the four female characters being served pork spaghetti bolognaise by the male character. The ad then concludes with the Australian Pork logo on a black screen 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:

Sex is for one committed, promised relationship. The ideas are destructive of the relationship that should be the basis of the families on which we should build our society.

I find the ad offensive in that the connotation of "pork her" is related to sex. This is in my opinion inappropriate for any timeslot let alone a morning show where children would be part of the audience.

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 recent 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.

Get Some Pork on Your Fork – Meet the Friends entertains viewers by bringing to life a common situation experienced between couples. That is, when a new partner must “meet the friends” for the first time, illustrating how innocent misinterpretation can lead to awkward, yet humorous situations.

To ensure the misinterpretation was delivered in respectful, appropriate manner, APL closely worked with Shift (formerly The Brand Shop) throughout the creative development process to ensure both visual and audio cues were tasteful and non-suggestive. Producing anything contrary to this would not only turn off APL’s target audience (thus rendering the ad counterproductive from a business perspective), but it would also detract from the key insight – misinterpretation – from which the advertisement was built upon. In addition to this, APL ensured the male character’s response was one of surprise and confusion, not sexual.

Furthermore, to reinforce the non-sexual misinterpretation by the male character, Get Some Pork on Your Fork – Meet the Friends resolves with the three female characters being served a pork dish in a tasteful, social setting. Almost eighty per cent of the target audience (who are mostly mums) stated that they would either enjoy or “not mind” watching the commercial. Get Some Pork on Your Fork – Meet the Friends advertisement was awarded a PG rating by CAD. 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 even suitable for children to view. While the campaign was never intended for a young audience, the fact that CAD has rated it as PG testifies that the campaign treats sex, sexuality and nudity with sensitivity, as outlined by the AANA Code of Ethics.

Finally, it is worth noting that the vast majority of people who have seen Get Some Pork on Your Fork – Meet the Friends have also seen other ads from the campaign containing similar misinterpretations. An example of this is APL’s flagship advertisement Get Some Pork on Your Fork - Script One, which has previously been reviewed by the Advertising Standards Bureau with the complaint being successfully dismissed - for further information please see complaint reference 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 and addressed your concerns.

“Get some pork on your fork” is a clear call to action well known and loved by consumers.

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 links sex to the product advertised and is not suitable for prime time viewing.

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

The Board considered whether the advertisement was in breach of section 2.3 of the Code. Section 2.3 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone”.

The Board considered that the advertisement is mildly sexually suggestive with references to ‘porking’ the girlfriend, however the Board considered that the sexual suggestive is mild and is unlikely to be understood by children. The Board noted that this suggestion is then followed by the man serving pork to his girlfriend and her friends, and the reference is clearly 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 determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach section 2.3 of the Code.

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