



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0180/14
2	Advertiser	Aldi Australia
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	28/05/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Race

DESCRIPTION OF THE ADVERTISEMENT

In this TV commercial we see short snippets of 3 unique characters as they discuss with passion what their Expressi means to them. We see the aristocrat woman wearing her Expressi necklace. She looks seductively into the camera as she strokes the fur around her shoulders. She speaks with a posh British accent. We then see the rapper wearing his Expressi pods as watches and a gold cup as a necklace, speaking with an American accent typical of the rap genre. Finally, we see the artist wearing his Expressi capsule suit, as if contemplating one of life's biggest questions, who speaks in a continental European accent.

THE COMPLAINT

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

This advertisement racially stereotypes the characters.

THE ADVERTISER'S RESPONSE

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

The "Expressi Yourself" campaign for ALDI Australia's Expressi hot beverage system is a light-hearted and humorous depiction that no matter how unique you are as an individual, there is an Expressi beverage to suit your tastes. To bring this to life, we created three very unique and diverse characters who feature in all of our communications.

- 1. A mysterious female aristocrat, with a British accent associated with aristocracy*
 - 2. An avant-garde artist, depicted with a Continental European accent, based loosely upon Andy Warhol*
 - 3. A rapper, who speaks with an American accent in a manner consistent with the rap genre*
- The development of these characters started with their vocation - be it an aristocrat, an artist or a rapper - and then progressed to the qualities that best brought these occupations to life, such as gender, accents, physical appearance and wardrobe. This formed the basis for our casting brief and it is worth noting that we did not specify a particular nationality or ethnicity as a "mandatory" in this process. In simple terms, we depicted three different occupations, not a stereotype of any race.*

We have not contravened 2.1 of the AANA Code of Ethics, as the advertisement relates to vocation and does not relate to race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief, so we have not discriminated against person or section of the community on this basis. Furthermore, as all of the depictions in the advertisement are positive, it can not be deemed to vilify 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 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 concern that the advertisement depicts racial stereotypes of characters.

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

The Board 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 Board noted the advertisement features three different characters discussing their passion for Expressi coffee capsules.

The Board noted the complainant's concern that these character are depicted in a manner which is racially stereotyping. The Board noted that there is an aristocratic woman who speaks in a cultured British accent, a dark-skinned American rapper and a European man presented as an 'avant-garde' artist.

The Board noted that each of the characters speaks and behaves in a manner consistent with the stereotypical behaviour associated with them. The Board noted that the dark-skinned actor is portrayed as a stereotypical African-American rapper and considered that there are no

negative implications about the way he is presented as he is clearly displaying and advertising coffee capsules.

The Board considered that all the characters are presented in a manner which exaggerates these stereotypes in a humorous way with no demeaning or negative connotation and which does not amount to discrimination or vilification.

The Board determined that the advertisement did not breach Section 2.1 of the Code.

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