



## Case Report

1	Case Number	0193/10
2	Advertiser	George Weston Foods Limited
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	12/05/2010
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.5 - Language      Use appropriate language

### DESCRIPTION OF THE ADVERTISEMENT

Advertisement promoting golden crumpets for breakfast with mother and son at the bench in the kitchen. Son looking through photos and finds one of him and asks "who's that? Mother explains that he was very small he could be bathed in a salad bowl. The boy replies 'oh pull your head in Mum. you wouldn't get me in a salad bowl, I don't even like salad.' Caption: "Golden makes the moment"

### THE COMPLAINT

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

*The little boy tells his Mum to ""Pull ya head in!"" This is totally inappropriate and unnecessary. I was shocked to see a child speaking to his mother this way. This is just plain socially irresponsible.*

*My mother was so disgusted she didn't even know what the ad was about.*

*The little boy says to his mum ""pull your head in!"". That kind of language is disgusting. Now children will be coming to school (I'm a teacher) and copying the inappropriate language and situation of a child speaking that way to a parent. This is socially irresponsible.*

*My issue is the inappropriate response from the small boy to the mother which I believe to be creating an impression that the ""cute"" statement is acceptable - it is not at least to me.*

*The boy comes across as cheeky and uncontrolled and the mother is silent and no consequence results from this rude and cheeky statement. I thought that advertisers had a code of conduct to not present this type of negative presentation especially where the adult female is a toothless tiger. I was appalled when I first saw the advert - there are too many reports of real kids like this and how they grow up to believe that they can talk this way. I*

*don't doubt the "cuteness" of the advert is what was meant but there are plenty of "cute" things kids can say without "pull your head in Mum".*

*Please contact me should you require any further information.*

*In this day and age with the general lack of respect shown to elders by the younger generation. this ad clearly demonstrates where we are going. The mother did react to the child's comment and just gave a smile. I would have dragged the kid off the stool and sent him to his room without his crummet. And if this had occurred before the time of smacking kids he would have got a good one across his rear to teach him to respect his mother. There is no room in advertising for this type of comment from a child to a mother. No doubt there will be a few kids trying it on their parents because they saw it on television so it must be acceptable. Please consider this complaint seriously. We need to bring respect for people back into focus.*

*The child says "Pull your head in Mum". We are having enough trouble with children being obnoxious now without an advertiser actively promoting disrespect. Advertisers should not use this type of advertisement as it is seen by children and they then think it is the way to speak to adults or other people.*

*The child says "Pull your head in Mum besides which I don't like salad!" My objection is the tone of language used by the child towards his mother. I feel that this just reinforces the lack of respect shown by young people nowadays.*

*The fact that a 6 or 7 year old child turns around and tells his mother to "pull her head in" shows complete and utter disrespect for his parent and it is incredibly concerning that this is meant to be laughed at or taken light heartedly. we wonder why kids these days have no respect for their parents or their elders and i believe this is a perfect example why. i think the company should be seriously re thinking their marketing strategies as alot of people will now not support the product. and the channel allowing the advertisement to be played should also rethink what reflection this has on their reputation.*

*The advertising agency is trying to depict a warm mum/son moment - with dialogue from a child about 6 saying to his mother to pull her head in. Such disrespect I cringe whenever I see this advertisement. I work in a school environment and do not believe that advertising agencies have free reign to publish on our media scenarios that are negative and rude. My objection to this commercial is the young boy's verbal response to his mother after her comment when she sits down about the book and his tone of voice. I personally found it rude and disrespectful and his tone of voice is derogatory towards his mother. It was the first time I had seen this advert.*

*Highly unsuitable language for a child to address his mother*

## **THE ADVERTISER'S RESPONSE**

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

*George Weston Foods Limited (GWF) takes the complaints made in relation to its Golden® "Golden Moments" TV campaign very seriously and the following sets out our rationale behind the TVC at issue:*

*The Golden® "Golden Moments" campaign was designed to communicate a light-hearted message to mums, encouraging them to cherish the golden moments shared between them and their child.*

*The target audience was intended to be the Main Grocery Buyer (MGB).*

*As the MGB was the target and not children, the TV media buy was planned to minimise viewing by young children with the majority of spots being placed in the later 8.30pm - 12.30am timeslot.*

*GWF did receive calls to our freecall 1800 number in relation to this TVC after the initial airing of the TV campaign from consumers expressing their concerns.*

*We also advise that there was positive feedback on the 'Mother and Baby Blog'. The TVC was uploaded onto You Tube (not by GWF). As of the date of writing (30.04.10) it had received over 4,500 hits with 7 comments posted, none of which were negative.*

*As a result of the feedback we received from consumers the decision was made by GWF to change the TV campaign. This decision was made prior to the receipt of the letters of complaint from the Advertising Standards Bureau.*

*We provide a copy of the original TVC and the updated TVC which will air commencing May 5th, 2010.*

*Addressing the specific area of complaint relating to section 2 (2.5) of the AANA Code of Ethics: "Advertising or Marketing Communications shall only use language which is appropriate in the circumstances and strong or obscene language shall be avoided."*

*Golden® is a well known brand and every effort has been made to ensure that this campaign complies with the AANA Code of Conduct and is something our consumers will enjoy, relate to and certainly to be non-offensive. When reviewing the TVC we researched the definition of 'Pull your head in' and determined that it was Aussie slang for 'Mind your (own) business' and believe that in the boy's delivery and the mum's reaction, ending in a smile, the intent is clearly one of a nice cheeky moment rather than one where mum is taken back by a her son being rude.*

*It was our intention to engage with the audience and deliver the message of cherishing the golden moments from a trusted brand Australia knows and love.*

*I hope this demonstrates that every effort has been made to ensure we do not offend consumers or breach the AANA Code of conduct.*

*We offer our sincerest apologies to those we have offended and trust that our response and decision to alter the TV Campaign provides you with the reassurance that we in no way intended to offend.*

## **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 was offensive and socially irresponsible for using the words "Pull ya head in".

The Board viewed the advertisement and noted the advertiser's response that the main target audience was intended to be the Main Grocery Buyer and the media buy was planned to minimise viewing by young children and was shown in the 8.30pm – midnight timeslot.

The Board considered whether the advertisement was in breach of section 2.5 of the Code. Section 2.5 of the Code states: "Advertising or marketing communications shall only use

language which is appropriate in the circumstances and strong or obscene language shall be avoided."

The Board noted the complainants' concerns that use of this language by a child is inappropriate. The Board noted that the words "Pull ya head in" are used in the vernacular to mean 'mind your own business' and are generally used in a lighthearted way. The Board considered that the use of the word by the child was used in a manner consistent with its vernacular meaning but that the context of coming from the child's mouth was confronting to some viewers. The Board considered that the language was not strong or obscene. The Board considered that the use of this language by the child was presented in a manner that suggests that the child is mimicking language that he has heard without really understanding it. The Board considered that the use of such language by a child can mean that the language is less appropriate. However in the context of this advertisement the Board considered that the advertisement would not be seen by most children and would be likely to be considered by most members of the public as confronting but incongruous and funny. Overall the Board considered that the language used in the advertisement was appropriate, was not strong or obscene and did not breach section 2.5 of the Code.

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