



Case Report

1	Case Number	0220/16
2	Advertiser	Goodman Fielder Limited
3	Product	Food and Beverages
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	25/05/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a couple walking with their child from a sports field. The child is eating a sandwich and the woman asks the man why the sandwich uses white bread, the man responding that it is not white, its wholemeal. The young girl says there are no yucky bits just good bits, the man responds 'she gets it'.

THE COMPLAINT

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

I believe that this advertisement is contrary to section 2.1 of AANA Code of Ethics as it contains vilification of the man. He is made wrong for having chosen the new White Smooth Wholegrain Bread. My question is, if this was a woman who was being made wrong, would it even get to be aired on television? If not, then this advertisement is vilifying men.

THE ADVERTISER'S RESPONSE

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

Our TVC is inspired by everyday conversations between parents regarding the food they feed their kids. Using a light-hearted approach, the TVC focuses on two parents and their daughter on a typical weekend sports day. Indeed, we purposely avoided the traditional

kitchen backdrop and typical female caregiver role to empower the male character and reflect the changing dynamics of the modern Australian family.

The complainant suggests that the TVC vilifies men in contravention of section 2 of the AANA Advertiser Code of Ethics. If anything, the male figure is the triumphant parent who has confidently and accurately researched, purchased and prepared his daughter's food. We intended no offence in employing the light-hearted phrase 'You'll get it' at the end of the TVC. It is not said in a malicious or nasty manner. The script is simply intended to reflect the playful banter that is common between parents in such situations, in line with community expectations.

For these reasons it is our strong belief that there has been no breach of the AANA Advertiser Code of Ethics. For the Board's information, Goodman Fielder takes its culture of compliance very seriously. The advertisement was prepared with the clear understanding of the AANA Code of Ethics and the Code was taken into account when the advertisement was being written, produced and subsequently submitted to CAD.

We respectfully submit that the advertisement is not in breach of Section 2 of the AANA Advertiser Code of Ethics, and the light-hearted use of the 'You'll get it' phrasing is justifiable in the context of the advertisement. We ask that the complaint not be upheld.

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 vilifies the man.

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 that the advertisement presents a couple walking with their child and the woman questioning the man's choice of bread.

The Board noted the AANA Practice Note and specifically considered the references to:

'Advertisements can suggest stereotypical aspects of ... gender with humour provided the overall impression of the advertisement is not a negative impression of people of that ... gender'.

The Board noted the advertiser's response that they purposely avoided the traditional kitchen backdrop and typical female caregiver role to empower the male character. The Board considered that this strategy does effectively avoid the stereotype of the woman being the

person who makes the sandwiches. The Board also considered that the banter between the couple does indicate that the man has considered the nutritional value of the bread, and is effectively presented as having made a considered choice.

The Board noted that the woman uses the words 'you will get it' toward the man. The Board did not consider the words are used to put down the man or to suggest violence as they are said in the context of laughter and following his words 'she gets it', about the daughter's comment.

The Board considered that the overall tone of the advertisement was light hearted and there was no negative impression created by the presentation of the male in the advertisement.

The Board considered that the advertisement did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of gender.

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.