



Case Report

1	Case Number	0239/10
2	Advertiser	National Foods Limited
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	09/06/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

In an office environment, females are shown eating foods such as crackers, celery, lettuce and tuna and looking miserable. Three females are shown saying no to a plate of chocolate biscuits. Then a voice over says "Free yourself from Hunger" and a female is shown eating a Yoplait yoghurt. The voice over then continues to describe the yoghurt as "No fat. High in protein and fibre to help you feel fuller for longer".

THE COMPLAINT

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

I was particularly offended by this ad because it suggests that women should:

- 1) not eat any fat*
- 2) don't eat properly throughout the day*
- 3) should feel guilty about their hunger and/or eating habits.*

This is a very unhealthy message to send out to women and girls. Advertisements like this only reinforce the insecurities many women already have about their weight and body image. It's terrible that an already successful yoghurt company feels the need to sell more of its product by directly targeting sensitive issues many people have. I think having obese people feature in the ad would be far less offensive than what Yoplait have created in this instance. I'm lucky that I'm a young woman with no body issues but I know this ad will sadly be effective on many of my friends even those without weight problems.

THE ADVERTISER'S RESPONSE

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

The TVC referred to in the complaint is the latest Yoplait formé communication which is associated with the launch of the new Satisfy range of yogurt. The advertisement intends to convey the dull and monotonous eating behaviour conducted by some people that are either watching what they eat, and then provide a positive, nutritious and great-tasting alternative- Yoplait formé Satisfy.

The market research that underpins both the new Satisfy product range and the associated TVC suggests that there are widespread eating behaviours that are unhealthy and largely unsustainable. Many people either deprive themselves of particular food types, dramatically reduce their overall intake of food, or compromise on the enjoyment of eating in an endeavour to manage their weight.

We believe that these endeavours are both unhealthy and unnecessary, and that food is to be enjoyed and should contribute to positive living. In fact, the 'brand essence' for Yoplait in Australia, which accompanies every communications brief that we develop, is joyful living. The intent of the Yoplait formé TVC is actually at odds with Ms O'Brien's complaint. Instead of suggesting that women should feel guilty about their eating habits, we are actively conveying the enjoyment of food in an encouraging light. We have contrasted the unfortunately-common deprivation approach weight management, with a positive perspective that portrays the enjoyment of nutritious yogurt. In no way does the advertisement encourage or support any negative or unhealthy approach to eating.

THE DETERMINATION

The Advertising Standards Board (the Board) considered whether this advertisement breached the provisions of the AANA Code of Ethics (the Code).

The Board noted the complainant's concern that the advertisement suggests unhealthy eating messages to women and girls.

The Board considered whether the advertisement breached section 2.6 of the Code which requires that 'advertisements not depict material that contravenes prevailing community standards on health and safety.'

The Board noted that the advertisement depicts only women being conscious about what they are eating but considered that this does not amount to a suggestion that women should be concerned about their weight or that it is only women who are so concerned. The Board considered that the advertisement reflects a growing consciousness in the community about making healthier eating choices.

The Board considered that the advertisement suggests that it is not necessary for women to eat stereotypical choices (lettuce leaves, tins of tuna and rice cakes) as the advertised product is a much more fulfilling and enjoyable product. The Board considered that the advertisement

depicts the consumption of ‘diet’ food and denial of treats as an inappropriate way for women to maintain a healthy weight. The Board noted that the advertisement describes its product as having no fat but as also being high in protein and fibre. The Board considered that the overall impact of the advertisement is to discourage women from depriving themselves of healthy food – but rather to choose products that provide better nutrients while still being low in fat. The Board considered that the promotion of a product as being low in fat is not inappropriate and not in contravention of prevailing community standards about healthy eating.

The Board determined that the advertisement does not breach section 2.6 of the Code.

The Board also considered whether the advertisement met the requirements of the AANA Code for Food and Beverages Advertising and Marketing Communications (the Food Code). The Board noted the ingredient information about the product and considered that on the basis that the product had the nutritional profile describe on the pack that it did meet the requirements for having ‘no fat’ and being ‘high in protein and fibre.’ The Board determined that the advertisement met the requirements of the Food Code.