



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0260-21
2. Advertiser :	MOOD tea
3. Product :	Food/Bev Groceries
4. Type of Advertisement/Media :	TV - On Demand
5. Date of Determination	22-Sep-2021
6. DETERMINATION :	Upheld – Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

WARNING

This case report includes references to suicide which some people may find distressing. If you need to talk to someone you can reach out for help by contacting Lifeline on 13 11 14.

DESCRIPTION OF ADVERTISEMENT

There are two versions of this television advertisement.

The first version features two men sitting cross legged on the ground facing each other, drinking tea and having a conversation. The music and room have a Japanese style. Their voices have been replaced with children's voices. The first man says, "I started having these anxiety attacks a few years ago when I was like nine."

The other man responds, "I had no idea".

The first man says, "It's just that people look at you and think you're just too young or something."

The second man says, "I actually had a mate on a football team who took his own life."

The first man responds, "I'm so sorry, it's important to get help early, hey?"

The second man says, "I'm glad you did".

The words "All profits from Mood Tea help save young lives" appear on screen.



The second version is a fifteen second cut-down of the first version. It starts with the one man saying, "A mate of mine in my football team took his own life". The other man responds, "I'm so sorry, it's really important to get help, hey?" The words "All profits from Mood Tea help save young lives" appear on screen.

THE COMPLAINT

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

Absolutely inappropriate add to have in a kids show! My 5 year old, 4 year old do not know what suicide is nor do they need to because of an age inappropriate add in a children's show!

THE ADVERTISER'S RESPONSE

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

MOOD Tea exists to help prevent youth suicide with 100% of profits funding mental health charities for young people.

Mental wellbeing is a sensitive topic, even more so when it involves children. In order to support youth suicide prevention, this campaign aims to encourage young people and their families and peers to have, what often can feel like, difficult conversations.

This campaign is a first of its kind, bringing the entire industry together to create an informative, interesting, and above all effective campaign to support MOOD's mission. Our key message is to promote and normalise help-seeking behaviour and highlight that recovery is possible.

To address the severity and currency of the mental health crisis, MOOD has navigated the challenges of discussing potentially triggering topics and protecting the identities of real Aussie kids all whilst following mental wellbeing best practices. This has been done following guidelines set out by Mindframe, and complies with all Advertising Standards regulations.

With regard to the comment in complaint "Absolutely inappropriate add to have in a kids show! My 5 year old, 4 year old do not know what suicide is nor do they need to because of an age inappropriate add in a children's show!" The advertisements are not directed at children but are able to be viewed by children. The ad in question has a P rating. Although the product is primarily directed to adults not children, the media agency, OMD, informed all publishers not to program within children's content. The target audience age for the ads is 18+. In response to this complaint the media agency OMD stated "we have spoken to Network 10 and the audience has been adjusted to P18-44, all children's programming has been blacklisted. We have also made this



aware to the other BVOD publishers to make sure we avoid this reoccurring across all media.”

We sought expert advice on the fact that talking about suicide does not encourage people to take their own life. In our press release at the launch of the campaign Dr Liz Scott, Associate Professor at Sydney University highlights “Talking about thoughts of self-harm and suicide is tough but helps young people find the care that they need to survive and thrive.”

With reference to the impact MOOD is having for our charity partners Nic Brown, CEO at batyr also provided comment in our launch press release saying; “It’s so important to reach more young people across Australia with stories of hope and resilience, empowering them to reach out for support when they need it, as well as providing the tools they need to better look after themselves and each other.

“Thanks to MOOD and the funding received so far, batyr has been able to deliver two batyr@school programs to 228 students in Warnervale on NSW’s Central Coast, an area known for disproportionately higher rates of psychological distress and suicide when compared to the rest of the state. With their ongoing support, we can make even more impact and continue to equip young people with the skills to take charge of their mental health, to look out for their mates, and change the conversation around mental health.”

We received CAD approval for Anxiety & Depression 15 and 30 Rated P

Throughout the creative development we consulted with government agency Mindframe and received the below feedback on the ads:

“It’s a fantastic campaign. Loved them. And they sit well within the Mindframe guidelines.

*Tea ceremony ad (Anxiety & Depression)
Uses person-centred non-stigmatising language
Highlights recovery is possible
Promotes and normalises help-seeking behaviour
De-stigmatises talking about suicide
Frames suicide as a tragic and avoidable loss*

*High tea ad (Cyber Bullying)
Uses person-centred non-stigmatising language
Highlights recovery is possible
Promotes and normalises help-seeking behaviour
(though not Mindframe) removed guilt/blame from the victim of bullying*

You should be very proud – it’s an informative, interesting, and fun campaign”



THE DETERMINATION

The Ad Standards Community Panel (Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement is offensive and irresponsible in its references to suicide when broadcast when children can see it.

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

Section 2.6: Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.

The Panel noted that there is an increased sensitivity in the community at the moment due to the rising rates of mental health issues and suicide in Australia.

The Panel considered that the advertisement was calling attention to important issues and that the overall message of the advertisement is that people should seek help for mental health issues and that mental health issues can be openly discussed with friends.

The Panel considered that such a theme was of significant concern to the community and that an advertisement drawing attention to such themes was inappropriate for a broad audience that would include children.

However, the Panel considered that there is a community expectation that when suicide is mentioned in the media it should include information on where people can get help.

The Panel considered that best practice would be to include contact information for Lifeline, Kids Helpline or similar when suicide is mentioned, particularly in an advertisement which is likely to be seen by children and young people.

The Panel noted the advertiser's response that they are looking into editing the advertisement to include information on where people can get help, and considered if these changes are made the advertisement is likely to meet community standards.

The Panel determined that the advertisement would be contrary to Prevailing Community Standards on health and safety.

Section 2.6 conclusion

The Panel considered that the advertisement did contain material contrary to Prevailing Community Standards on health and safety and determined that it did breach Section 2.6 of the Code.

Conclusion



Finding that the advertisement did breach Section 2.6 of the Code, the Panel upheld the complaints.

THE ADVERTISER'S RESPONSE TO DETERMINATION

This is to confirm that the creative agency, has revised the content of both TVCs to include the Lifeline helpline number.