



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0263/10
2	Advertiser	Cerebos Foods
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	22/06/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

A boy and a girl are sat at a table waiting for dinner. A plate of vegetables is placed in front of them and they don't look too impressed. Gravox Cheese Sauce is poured over the vegetables and the children look happier. The young girl dips her finger into the edge of the plate to taste the sauce, and the boy is then shown happily eating a carrot covered in the sauce. Two other sauces in the Gravox range are shown, along with the words 'gluten free'. Finally a family are shown sitting around a table eating a meal that includes vegetables with Gravox Cheese sauce.

THE COMPLAINT

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

Gravox sauces have an ad about cheese sauce where everything is going OK with the cheese sauce being poured over the vegetables and it looks great ... until the little girl sticks her finger in the food and sucks it. My complaint is about health and safety.. ... not to mention the extreme bad manners. Who in their right mind would want a spoonful of that dish where kids have been sticking their grubby fingers in it? It's a real turn off. The advertisers could at least give them a fork!

THE ADVERTISER'S RESPONSE

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

In relation to the health and safety of the food in this advertisement, the food has been cooked, plated and placed on the table and the cheese sauce is warm and not hot. The children are not in the kitchen or close to potentially hot and dangerous cooking appliances. The setting and food are both safe. The scene which takes place is similar to what may be expected in many family households and something all parents and carers would relate to. The children are healthy and happy, and eating a well balanced family meal in a clean setting.

While the young girl knows it is a little cheeky to dip her finger into the cheese sauce, she does not re-dip her finger and therefore does not spread any germs from her mouth onto the plate. The young boy is then seen eating food from a fork. This plate is being shared by the children's own family, and the TVC is not suggesting that dipping a finger into food is correct behaviour in a formal, public setting. The emphasis is on the home cooked meal and enjoying it with your family. The act of putting her finger into the sauce to taste it is an innocent, whimsical act by a young girl; it is something that all parents and carers would relate to and is happening in homes all over Australia, every single day. It is a bit of harmless fun. It is anything but contrary to Prevailing Community Standards of Health and Safety (Section 2.6 of AANZ Code of Ethics). Both children are clean and well presented.

This is one of life's beautiful moments: a happy, shared family dinner; it 's a life-like setting for many Australian families.

In relation to section 2.1 of the AANA Food & Beverages Advertising & Marketing Communications Code, Gravox has not been misleading or deceptive and does not contravene Prevailing Community Standards.

The AANA Code for Advertising & Marketing Communications to Children is also adhered to. The use of the product is safe, and doesn't encourage children to engage in dangerous activities (section 2.5). The children's mother is watching her children and is there when the young girl dips her finger into the cheese sauce.

Cerebos is a responsible advertiser. We believe that the Gravox Cheese Sauce TVC does not contravene Section 2.6 of the AANA Code of Ethics in the depiction of the whimsical and common act of a child taking a quick taste of their dinner with their finger prior to serving.

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 is inappropriate and contravenes health and safety guidelines.

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

The Board considered whether the advertisement was in breach of section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted the advertisement is for a 'cheese sauce' from the Gravox product range.

The Board considered that the depiction of the young girl dipping her finger into the sauce is something most members of the community would relate to and clearly understand this is a depiction of a normal family environment at mealtime. The Board recognised that while food safety standards may regulate food preparation in commercial areas, there is no similar law or standard for home consumption. The Board considered that the girl's behaviour may or may not be unhygienic but is not a depiction of material contrary to prevailing community standards on consumption of food at home and is not likely to create a health risk or encourage unsafe behaviour.

The Board considered that, in this instance, the advertisement did not depict material contrary to current prevailing community standards on health and safety and therefore determined that the advertisement did not breach Section 2.6 of the Code.

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