



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0268-19
2. Advertiser :	Craveable Brands
3. Product :	Food/Bev Venue
4. Type of Advertisement/Media :	TV - Pay
5. Date of Determination	11-Sep-2019
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

DESCRIPTION OF ADVERTISEMENT

This Pay TV advertisement depicts a young woman and an older woman who appear to be in a retirement home playing a board game. The older woman is taking her time at her turn and when the scene cuts to the young woman's chair she is gone. The next scene shows her eating chips at Red Rooster.

THE COMPLAINT

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

It seemed to be a case of depicting an older person as slow and confused. Age discrimination and ridicule.

I firmly believe that this add directly demeans the elderly lady to which i am offended. I am sure that the older generation is of the same view.

THE ADVERTISER'S RESPONSE



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

We have considered the complaint and the advertisement in question in light of the provisions of the AANA Code of Ethics ("the Code").

We note that the nature of the complaint relates specifically to the concern that the advertisement in question contains material which is discriminatory towards senior citizens. We have carefully considered the Code and have assessed its provisions against the content of this advertisement. We submit that the advertisement does not breach the Code on any of the grounds set out in the same.

We note that provision 2.1 of the Code sets out that "Advertising or Marketing Communication shall not portray people 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."

We note that the advertisement in question does not include any material that discriminates against or vilifies any person or section of the community on the basis of age or otherwise.

Description of Advertisements for within an overall campaign idea

The advertisement is one of a series in Red Rooster's new "Gone Chickin'" campaign, which aims to demonstrate how irresistible Red Rooster's food is by dramatising people's desire to drop everything and go and get it straight away. The campaign features various scenarios (Friends Fishing, Mowing the lawn etc) in which the protagonist cheekily removes themselves from a current situation in order to satisfy their cravings for Red Rooster. These scenarios involve the characters leaving a situational context, rather than rejecting or discriminating against an individual in their company.

Description of Advertisement

The advertisement features a young woman visiting an older woman and playing a board game. The older woman takes an extended amount of time to take her turn in the game, the young woman then leaves the situation, stepping out for a meal at Red Rooster.

In this case, we note that the depiction of the older woman is not negative towards, derogatory or ridiculing of, senior citizens and is not intended to cause any offence, rather, it is intended as a light-hearted and family-friendly depiction of a well-recognised situation concerning anyone that can take a longer time to undertake activities than what they expect or would like. In our view, most reasonable audience members will recognise and appreciate the same and view the advertisement as intended.



We further note that the depiction of the characters themselves displays no hostility or negativity between them, with the younger character at most displaying veiled annoyance at her older companion's time-consuming activity. The environment in which the older woman is depicted is clean and neat, and there are no indications of elderly abuse, nor is there any suggestion she is deserving of the same.

Accordingly, we submit that the advertisement does not breach provision 2.1 of the Code, nor any other provision of the same.

If you require any further assistance or information please do not hesitate to contact me.

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 complainants' concerns that the advertisement:

- Featured age discrimination and ridicule
- Demears the elderly

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

The Panel 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 Panel noted the Practice Note to Section 2.1 provides the following definitions:

"Discrimination – unfair or less favourable treatment.

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule."

The Panel noted the complainants' concern that the advertisement demears the elderly and features age discrimination and ridicule.

The Panel noted the advertiser's response that the advertisement is a light-hearted and family friendly depiction of a well-recognised situation concerning someone taking a longer time to undertake activities than someone else would like.

The Panel considered that the younger woman in the advertisement appears bored as the woman was taking a long time to make a move. The Panel considered that the younger woman was depicted as leaving due to the amount of time it took the older woman to decide on a move. The Panel considered that the advertisement was depicting a stereotype of an older woman being slow to make a move. However the



Panel considered that the advertisement's depiction was not a negative depiction with the younger woman depicted as taking the opportunity to pop out to get some of the advertised product while the older woman is making her move- rather than leaving as a statement of annoyance at the older woman. The Panel considered that the advertisement did not humiliate, intimidate, incite hatred, contempt or ridicule the woman on account of her age.

The Panel 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 age and determined that the advertisement did not breach Section 2.1 of the Code

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaints.