



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0310-21
2. Advertiser :	MOOD tea
3. Product :	Food/Bev Groceries
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	24-Nov-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

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 my football team who took his own life."

The words "If you need help, call Lifeline on 13 11 14" appear on screen.

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 words "If you need help, call Lifeline on 13 11 14" appear on screen.

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



THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

I've visited the company's website and note their aim to support suicide prevention measures. However, I find the ad inappropriate, disturbing and tone deaf in the way the story of the mate is casually dropped into the conversation. I think it's a completely cynical way to sell a product which is, after all, just another brand of herbal tea but cleverly marketed to tap into our (justified) concerns about our young people. Shameful.

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 "This ad can easily trigger suicidal people to kill themselves." 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.”

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”

In light of the complaint received “The ad should not talk about suicide, especially in a kids voice, and not provide any clear info on where people can get help...That’s why in journalism we always add the lifeline etc numbers after suicide is mentioned.” We have sought advice and The Monkeys (our creative agency) are working on including help line information in the ad to provide further support and information for viewers. Our mission is to help prevent youth suicide and we are always looking for ways to improve the way we can do that throughout our business.

In relation to the complaint around the ads playing to stereotypes, the ads were created to depict movie scenes from well known tea drinking scenes. Great consideration was taken to ensure we were appealing to the audiences for which the issues discussed are relevant. These two categories are young men suffering anxiety and depression and feeling a stigma around speaking out. And young girls who are vulnerable to online bullying. The stories used were taken from real experiences and the voices represented the genders of the people who experience the issues. We are an



inclusive, diverse organisation and strongly advocate for smashing the stigma around mental health.

The advertisements are not directed at children but are able to be viewed by children. One has a P rating, and one has a W rating. The product is primarily directed to adults not children. No nutritional claims are made in the advertisement. Placement of the TVC has been based on the CAD rating of each advertisement. The media agency managing the campaign (OMD) has re-iterated to all networks that the commercial is not placed in any programming that may be child specific moving forwards even if the CAD rating allows it to run there.

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 concerns that the advertisement is inappropriate and disturbing in its reference to suicide.

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

The Panel noted that it had previously upheld complaints against an earlier version of this advertisement and would in this case consider the modified version.

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

The Panel noted that complaints about the previous iteration of the advertisement were upheld on the basis that it lacked information on screen about where to gain help to coincide with the discussion of suicide.

The Panel noted that this advertisement included the text "If you need help, call Lifeline on 13 11 14" on screen.

The Panel noted that there is an increased sensitivity to issues of mental health and suicide in the Australian community.

The Panel considered that the advertisements were 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 determined that the advertisement, which currently does include information on where people can get help, would not be contrary to Prevailing Community Standards on health and safety.

**Section 2.6 conclusion**

The Panel considered that the advertisement did not contain material contrary to Prevailing Community Standards on health and safety and determined that it did not breach Section 2.6 of the Code.

Conclusion

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