



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0325/16</b>
<b>2</b>	<b>Advertiser</b>	<b>Sunrice</b>
<b>3</b>	<b>Product</b>	<b>Food and Beverages</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV - Free to air</b>
<b>5</b>	<b>Date of Determination</b>	<b>10/08/2016</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.3 - Violence Violence

### DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts celebrity chef Poh Ling Yeow in a series of different locations, either observing the production of rice, eating SunRice products or cooking with SunRice rice. In the first scene, Ms Yeow is walking through a rice field with another individual who is depicted to be a rice farmer, in a relaxed and friendly manner. Ms Yeow says "I love SunRice, because they're Aussie" and playfully jabs the individual on the shoulder.

### THE COMPLAINT

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

*Feel really offended and angry at the lady punching the farmers arm would you advertise this with the farmer punching the ladies arm!! Even my 10year old daughter was annoyed and got upset!*

### THE ADVERTISER'S RESPONSE

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

## *Advertising Complaint - Reference 0325/16*

*Further to the complaint received regarding Ricegrower Limited's (t/as SunRice) television commercial featuring Poh Ling Yeow, we would like to provide the following response in relation to the advertisement's meaning, content and key messages.*

*The advertisement depicts celebrity chef Poh Ling Yeow in a series of different locations, either observing the production of rice, eating SunRice products or cooking with SunRice rice. In the first scene, Ms Yeow is walking through a rice field with another individual who is depicted to be a rice farmer, in a relaxed and friendly manner. Ms Yeow says "I love SunRice, because they're Aussie" and playfully jabs the individual on the shoulder. Both the individual and Ms Yeow are smiling and laughing in a jovial manner throughout the interaction, and the physical contact between them is reflective of this relationship. SunRice believes the interaction between Ms Yeow and the individual is light-hearted in its approach and the dominant message of the scene is the portrayal of a friendly relationship in line with reasonable and acceptable community standards. SunRice does not consider that a reasonable viewer would construe this scene in the advertisement as a presentation or portrayal of violence, or in any way associated with the behaviour set out in section 2 of the AANA Code of Ethics.*

*SunRice also does not believe that the advertisement in its entirety, the overall context of which is the consumption of SunRice products, is reflective of the antisocial behaviour set out in section 2 of the AANA Code of Ethics.*

*Accordingly, SunRice does not consider the first scene of the advertisement, or the advertisement in its entirety, to be in breach of the AANA Code of Ethics.*

*SunRice takes all complaints about its advertising very seriously. SunRice supports responsible advertising and has no intention of presenting or portraying violence through the advertisement.*

*I trust this response addresses your concerns. Please contact me if I can be of further assistance.*

## **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 portrays the use of violence, with the woman punching the farmer.

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

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Board noted the advertisement presents a number of scenes with the celebrity chef, Ms Yeow celebrating SunRice. The Board considered the scene where Ms Yeow is walking

through a rice field with a man who appears to be a rice farmer. Ms Yeow says “I love SunRice, because they’re Aussie” and is seen to punch the farmer on the arm.

The Board noted the complainant’s concern that the woman punches the farmer. The Board considered that the punch was not aggressive and was a response to the interactions between Ms Yeow and the farmer which appeared warm and friendly. The Board considered that the response to the incident from the farmer was not negative and both were seen to be smiling and laughing throughout the interaction.

The Board determined that the advertisement did not breach Section 2.3 of the Code.

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