



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

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Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0344-21
2. Advertiser :	Jalna Dairy Foods
3. Product :	Food/Bev Groceries
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Determination	8-Dec-2021
6. DETERMINATION :	Upheld – Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This television advertisement depicts a teenage girl's tough day at school. The day starts with her running late, and skipping breakfast – she takes a single serve yoghurt tub on her way out. The next scene shows her practicing soccer skills at school. Some other girls take video footage of her while smirking and post it on social media with mocking commentary, which the girl sees later. During the game we see her in position to score, as her mum encourages her, but she misses. She's consoled by the coach. Once at home she drops her school bag in the kitchen and goes to her room. Her mother arrives with her yoghurt and strawberries and sits next to her on the bed. The advertisement ends on a scene of Jalna Yoghurt and the tagline "it's what's inside that counts".

THE COMPLAINT

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

Are you implying cyber bullying is fixed by yogurt? are you implying that you can ignore it or is won't be hurt if you just eat some yogurt? I found it quite insensitive and stupid, it missed the mark completely. It honestly doesn't make sense, and again how can cyber bullying be fixed by yogurt? if I have read the ad wrong and it is not about cyber bullying, then it needs to be rethought as that is honestly what it looks like. Disappointed.



THE ADVERTISER'S RESPONSE

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

Thank you for your letter of 29th November 2021 regarding our recent Inner Strength TV Advertisement). Be assured we take these matters very seriously, and guard the reputation of our businesses and our brand with great vigour.

Accordingly, we are meticulous in our processes, and in this case, of ensuring our advertising is reflective of the general standard acceptable to the Australian public, and in particular in not contravention of AANA Code of Ethics\2.6 Health and Safety\Bullying (non violent).

As part of the approval process, all our TV advertising material is submitted to Commercials Advice Pty Ltd (CAD) by our advertising agency . We accept the rating given to us as part of this process, and we attach a copy of the relevant advice in this case. You will note we received a W rating.

While we cannot speak for CAD, we can only hypothesise that a W rating was deemed appropriate for this advertisement due to the authentic and real world depiction of 'a day in the life' of our lead character.

The ad is the story of Chloe, a 15-year-old high school girl who is a very keen soccer player and the special interaction she has with her mum, as she navigates a tough day at school. On this particular day, not much goes right for Chloe. She starts the day running late for school, rushes out the door with soccer ball under her arm and prepared to skip breakfast. Mum hands Chloe a single serve tub of Jalna yoghurt as she rushes out the door. Now, at least, she has something healthy to sustain her.

But it's just 'one of those days' that we all have from time to time. Chloe is late for school and things don't get much better. We see Chloe in the schoolyard honing her skills ahead of an important soccer match that is scheduled for later in the afternoon. Some of her peers who are less interested in the soccer game make fun of her intense preparation. The girls capture some scenes of Chloe on their phones. Later, in the locker room, as she prepares for the game, Chloe sees the footage. She's not impressed.

Come game time, Chloe has the chance to score a goal. As she's given shouts of encouragement from Mum on the sideline, she works her way into position, but misses the shot. Chloe feels totally responsible for losing the game. Her coach knows what Chloe is thinking and immediately rushes in to offer a first line of support.

On arrival home, Chloe's frustration with this tough day is obvious in the way she throws her bag down in the kitchen and retreats to her room to reflect. Mum is



naturally concerned and knows her daughter needs her love and support to rise above what has transpired on this day and consign them to history as quickly as possible. It's just one day, it's not the end of the world.

To help lift the mood, mum appears at Chloe's bedroom door holding her favourite afternoon snack – yoghurt with strawberries. With a supportive and loving look, mum offers her the snack. Chloe smiles and immediately knows that mum is on her side. The simple act of being given her favourite snack immediately gives Chloe a lift. We can sense that Chloe has recognised that it was just one of those days. Chloe knows Mum loves her and is there for her. She takes the bowl, and thanks mum for her love and support. And the mood is turned.

The depiction of the ad in the complaint that we received focuses on only one part of the storyline. Importantly it disregards the role mum plays in the girl's life. While we understand sensitivities of cyber bullying amongst this age group, we believe we've authentically depicted events as they happen in real life, and set out to show that with the right love and support, people can be taught to draw on their inner strength to overcome obstacles that are set before them – whether they be a teenager's propensity to over sleep and run late for school, or their tendency to over dramatise the importance of a school soccer game, or unpleasant social media posts from people less invested in the issues at hand. In that sense, we are promoting a positive approach that encourages families to support each other, to help their children deal with occasionally unpleasant events, whether individually or collectively, so they don't have a lasting negative impact.

Further, the target audience for our product is main grocery buyers, in particular, mums with teenage children. We believe this audience will recognise many of the real-life experiences and interactions depicted in the ad. We contend that the vast majority of people will not overlook the key support role mum plays, or oversimplify the story to conclude that Jalna is attempting to promote a serving of yoghurt and strawberries as a solution for the myriad issues teenagers experience. The serving of yoghurt and strawberries is merely the vehicle mum uses to break the ice, lift the mood and encourage conversation.

In no way does this ad encourage or condone bullying in any way, as prohibited by the Code.

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 insensitive and suggests that cyber bullying can be fixed by yoghurt.

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 about bullying and mental health generally in the community at the moment, including as a result of cyber bullying.

The Panel noted the advertiser's intent was to depict everyday frustrations that a fifteen-year-old girl may encounter and that with her mother's support she can utilise her inner strength to overcome them.

A minority of the Panel considered that the advertisement's tagline "It's what's inside that counts" does convey the overall message that the girl is strong and with the support of her family she can move past these everyday frustrations. A minority of the Panel considered that the scene of the bullying is fleeting and that the advertisement does not encourage or condone cyber bullying.

The majority of the Panel considered that the issue of cyber bullying is of significant concern to the community and that an advertisement drawing attention to such themes was inappropriate in a promotion for yoghurt products.

The Panel considered that it was not clear if the mother was there to comfort her daughter over losing the game, or if they would speak about the bullying incident.

The Panel considered that there is a community expectation that when issues of significant community concern, especially regarding mental health, are used in promotions information on where people can get help should be provided. The Panel further considered that when such scenarios are depicted the advertisement should show some form of consequences for the perpetrator of the bullying action or highlight a call to positive action by the viewer.

The Panel considered that best practice would be to include contact information for Kids Helpline or messaging suggesting people should speak with a trusted adult if they are victims of cyber bullying.

Overall, the Panel considered that by portraying cyber bullying as a normal everyday occurrence without highlighting the dangers of such behaviour the advertisement is trivialising the issue to sell an unrelated commercial product.

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

Whilst we are disappointed, I can confirm that the 30sec advertisement is currently not running and it will be modified before going back on air.