



Case Report

1	Case Number	0353/13
2	Advertiser	IKEA
3	Product	Retail
4	Type of Advertisement / media	TV
5	Date of Determination	09/10/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.5 - Language Inappropriate language
- 2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

A young boy, Teddy stands in the family kitchen, on top of the island bench. He uses his elevated position to address the camera and begins to tell us his views on how he sees the role and purpose of the kitchen in relation to his family. He describes how it used to be the heart of the home for as long as he's known. He recalls how it used to be home to mum's cooking disasters, dad's bad jokes and their grandma. His speech highlights his concern that the family's kitchen isn't being used for the things it was in the past. He contextualises this belief with an example of how its present use is for storage of left over take-away food and a fridge that doesn't have what his sister "isn't eating now she's in high school". His sister tells him to shut up and he responds by telling her to shut up. He concludes in his belief that the kitchen can indeed play a bigger part in family life and in creating family memories. The TVC closes with a title: Make time for living and CTA: See more of Teddy at ikea.com.au

THE COMPLAINT

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

This is an unacceptable time to be running such a rude ad - my children overheard and are now running around the house telling me to "shut up". Not impressed AT ALL.

Do you really think this is language that should be used let alone speaking like that to each other in a family time slot? I would think the marketing for this ad was done by people

without children as I and I am sure many others are trying to have their children speak and treat others in a respectful way.

I find the language exchanged between the boy and his sister (shut up) to be inappropriate for this time slot, and program. My 9 year old daughter was shocked by the ad, as were my husband and I. We often watch X Factor as a family and did not find the ad to be appropriate for a family time slot. The negative use of 'shut up' in this ad sets a horrible example to children, not only of poor language choices, but also on a family social level. It is not necessary in this ad for it to have cut-through or be successful. I am a fan of IKEA as a brand, however this advertisement makes me feel very negative about a brand that I thought cared for family values.

The boy basically says that because the sister is in high school now she doesn't eat much. This reinforces a detrimental view of adolescent women and their relationship with food. This sort of reinforcement encourages eating disorders.

THE ADVERTISER'S RESPONSE

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

In response to the complaints made IKEA would like to advise that in no way is this advertisement directed towards Children nor has an intentional acknowledgement of Food & Beverage Products. Notwithstanding these points, nor is the advertisement intended to cause discomfort, alarm or distress by virtue of the relationship between the characters depicted within it; the brother and sister. In actual fact the intention of the commercial was to use comedy and humour as a means to capture our consumers attention by using examples of the various family dynamics typical of many Australian homes. We want to help consumers realise the importance of 'family' and togetherness' along with the role that the 'kitchen' plays as a destination where fond family memories are created.

The relationship between the brother and sister is not aggressive, but relatable of the type of relationship many young siblings have with one another. There is neither a visible intention of violence nor the sense of any underlying tension between them; she doesn't overreact to his comment and shrugs it off as 'child's play'. His jibe at her eating habits isn't meant in a detrimental way and doesn't suggest that she isn't 'eating' because she is in high school, more so that he recognizes her 'preferences' have changed, as do many young women's, during adolescence.

We've tried to use language which would be similar of that used by many kids in the real world in such situations. We wrote the script in a way which would allow the kids of the family to relate to the brother and sister used in the commercial but also to parents who would likely have had a similar relationship with their siblings at such an age.

The overall scene illustrated in the commercial is intended to be light-hearted. The very fact 'Teddy' is stood on the island bench should be seen as the sort of behaviour not usually condoned in the home and thus exceptional. The light-hearted nature of the commercial is also confirmed by the type of music sting used; something which is upbeat and energetic.

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 complainants’ concerns that the advertisement depicts children saying “shut up” which is inappropriate, and that it encourages young women to have eating disorders.

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

The Board considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: “Advertising or Marketing Communications shall only use language which is appropriate in the circumstances and strong or obscene language shall be avoided”.

The Board noted the advertisement features a boy standing on a kitchen bench lamenting about how the kitchen is not what it used to be and that when he refers to his sister’s eating habits she tells him to shut up to which he replies to her, “you shut up”.

The Board noted the complainants’ concerns that telling someone to shut up is not appropriate language and sets a bad example to children who see the advertisement.

The Board noted that the advertisement had been rated “W” by CAD which means it would likely be seen by children.

The Board noted that when the brother and sister tell each other to shut up they are not speaking in an aggressive manner and considered that their exchange is a realistic and common exchange between siblings. The Board noted that the phrase “shut up” is part of common vernacular consistent with sibling relationships and considered that in this instance the use of the words, “shut up” is not inappropriate in the circumstances.

The Board considered that the advertisement did not feature any language which would be considered inappropriate, strong or obscene.

The Board determined that the advertisement did not breach Section 2.5 of the Code.

The Board considered 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 complainant's concerns that the advertisement encourages young women to have eating disorders. The Board noted that the boy in the advertisement makes reference to the food his sister isn't eating now she is at High School and considered that this statement suggests that his sister has become picky about what she eats rather than she has stopped eating at all. The Board noted that we see the sister looking in the fridge and considered that she appears to be of a normal healthy body weight.

The Board considered that the advertisement does not depict material contrary to prevailing community standards on healthy body weight and 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.