



## Case Report

1	Case Number	0386/15
2	Advertiser	Hello Fresh
3	Product	Food and Beverages
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	14/10/2015
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.3 - Violence Violence

### DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a man walking through the front door and hanging up his coat. We then see a woman smiling while reading recipe card and a voiceover says, "Do you want to come home to a new way to cook?"

The man walks into kitchen to find woman at the stove cooking. He opens fridge and drinks milk from the bottle and the woman lifts her leg out and appears to kick him.

We then see meals on plates and the voiceover continues, "Hello Fresh is a new grocery delivery service, designed to make dinner time easy".

### THE COMPLAINT

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

*Scene shows female kicking a man as he prepares vegetables at a work bench.*

*I have contacted the advertiser who claims this promotion of violence perpetrated on a man is "playful and humorous". If it was the man kicking the woman, this would not be tolerated. Violence is violence. I am appalled that this use of violence has been approved at every level of the company (HelloFresh) and promoted by their advertising agency. Why any company would wish to associate their product with violence and claim it is humorous is unfathomable. Presumably, the senior executives of this company would think that beheading's being carried out in the Middle East would be unutterably hilarious should they be perpetrated by females!*

*I find this advertisement to be most offensive as it promotes violence and bullying (whether*

*the subject is a man or a woman doesn't matter) and especially as it promotes violence under the guise of "light-heartedness, humour" or any other silly excuse proffered. The advertisement is grossly offensive and should be withdrawn.*

## **THE ADVERTISER'S RESPONSE**

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

*The advertisement does not portray violence. It portrays a playful relationship between a happy couple that is in line with community standards.*

## **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 shows a female kicking a male which is violence and should not be depicted as humorous.

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 this television advertisement for a fresh food delivery service features a couple in a kitchen with the woman appearing to kick out at the man when she catches him drinking milk directly from the bottle.

The Board noted it had previously considered a similar complaint in case 0041/14 where:

"The Board noted that the advertisement features two couples seated at an outdoors table and that one of the women appears to kick one of the men under the table to show her displeasure with him.

The Board noted that it had previously dismissed a similar advertisement featuring a woman hitting a man over the head with a frying pan (0017/11) where:

"The majority of the Board considered that most members of the community would find the advertisement humorous and would recognise that it was not encouraging or condoning violence, but rather emphasising the unlikely but familiar situation between couples over decisions such as the colour of paint and home renovating in general."

The Board noted that the issue of domestic violence is very serious and should not be made

light of however the Board considered that in this instance the scene represents a light hearted and realistic domestic scenario between a couple rather than an act of violence.“

In the current advertisement the Board noted that whilst we see the woman move her leg out to the side we do not actually see her foot or any other part of her body connect with the man.

A minority of the Board noted that whilst we do not see the woman's foot connecting with the man they considered that this suggestion of a woman kicking a man was not necessary and is not justifiable in the context of the advertised product.

The Board majority of the Board however noted that the woman is shown smiling throughout this brief scene and that whilst the man appears sheepish at being caught out he does not appear hurt or upset at his partner's actions. The Board noted that in a later scene we see the couple preparing to sit down and eat a meal together and considered that there was no suggestion of violence but rather the advertisement depicts a light-hearted domestic scene played out between a man and woman which most people would interpret as horseplay rather than violence.

The Board noted that domestic violence is a very serious issue but considered in this instance that the advertisement did not make light of this issue and that it is not necessary to prohibit normal playful behaviour between family members.

The Board considered that the advertisement did not present or portray violence.

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.