



Case Report

1	Case Number	0455/11
2	Advertiser	Australian Fast Foods
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	07/12/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.2 - Violence Domestic violence

DESCRIPTION OF THE ADVERTISEMENT

A man and woman in a Laundromat preparing their clothes for washing.

The male appears to find \$5 in the woman's laundry basket while the voiceover states "You don't need a lot to get a real quick fix at Red Rooster".

The "Real Quick Fix" BLT components are then shown separately and then together, with the \$4.95 price. The voiceover says "Get our BLT wrap with Don bacon, famous Chips and a Coke, all for under five bucks".

The couple are then shown back in the Laundromat eating the chips and the female playfully shoves the male as they eat the products.

The logo is shown at closing with the jingle "Don't think twice".

THE COMPLAINT

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

I am a male person and as most domestic violence acts are unreported violence against males .this ad series is totally inappropriate as it now reinforces a perspective that violence to a man is acceptable .So females can hit males but if a male stops them and inflicts a bruise on her to stop her then its then reportable ? Hey I know I have # 3 acquittals of assault due to self-defence and police bias.

THE ADVERTISER'S RESPONSE

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

The Real Quick Fix products were created to appeal to Red Rooster's target demographic of people aged 25-39.

To promote the Real Quick Fix products, a scenario in a Laundromat has been created depicting young people who have busy lives and who seek convenient and cost effective meal solutions.

The couple appear relaxed and happy in each other's company and both are smiling throughout the advertisement. The woman does make contact with the male's arm but it is intended as a friendly gesture and not as an act of harm or violence. He remains smiling after the contact and does not appear to be in physical danger or have concerns for his wellbeing. There is no depiction of injury and he continues to eat during and after the contact is made and does not appear to be in pain.

As we cannot hear their dialogue, the contact between them is her non-verbal cue that she expects to share in the food that was purchased using their joint funds. The contact is meant as a playful gesture of affection between the two and was in no way meant to promote violence.

Red Rooster takes its responsibilities as a major Australian advertiser seriously and it was never our intent to portray or condone violence against either sex.

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 depicts and condones domestic violence against men.

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

The Board considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code 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 that the advertisement features a couple sorting out washing in a launderette and when the man discovers money in one of the pockets the woman playfully pushes her hand against his chest and then when he returns with a Red Rooster meal she taps his arm.

The Board considered that the portrayal of the man and the woman in the advertisement is clearly meant to be affectionate. The Board noted that when the woman pushes the man's chest and taps his arm she does so in a manner which is not violent or aggressive. The Board

noted that the man and woman are both shown smiling throughout the advertisement and that the accompanying music is upbeat which creates the impression of a happy situation.

The Board considered that most members of the community would interpret the advertisement as portraying a couple's affection and not as a portrayal of domestic violence.

The Board considered that the advertisement did not present or portray violence and did not breach Section 2.2 of the Code.

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