



**Ad Standards** Community Panel  
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Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	Case Number	0466/18
2	Advertiser	Craveable Brands
3	Product	Food / Beverages
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	24/10/2018
6	DETERMINATION	Dismissed

## ISSUES RAISED

2.1 - Discrimination or Vilification Gender

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a man drilling through a wall, into a TV on the other side of the wall. His daughter is watching a tv show on the other side of the wall. At this point we cut to a mother entering the kitchen and sees what has happened. The mother is seen with a bag of Red Rooster takeaway in hand.

## THE COMPLAINT

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

*I find the portrayal of the father who uses a large drill into a home wall which on the other side is a tv which the drill goes through. the father is shown as incompetent and a bumbling fool. I find this particularly annoying at this stereo type*

## THE ADVERTISER'S RESPONSE

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



*I am writing to you on behalf of Craveable Brands Pty Ltd, the owner of the Red Rooster brand (Red Rooster) concerning your letter dated 15 October 2018 in relation to complaint number 0466/18 (Complaint).*

*Thank you for the opportunity to respond to this complaint. Red Rooster takes its advertising responsibilities very seriously, and is mindful of its obligations under the Codes administered by the Board.*

#### *The advertisement*

*Red Rooster understands that the Complaint concerns a free to air advertisement for a Smoky Cheese and Bacon Burger meal (Advertisement). A copy of the Advertisement is provided with this letter.*

*This Advertisement was developed and distributed by Red Rooster.*

#### *The Complaint*

*Red Rooster understands that a Complaint was received on 10 October 2018 to the effect that the portrayal of a “father” drilling a hole in the wall was an annoying stereotype.*

*You have identified that section 2 of the AANA Advertiser Code of Ethics (Code of Ethics) in particular is relevant to the Complaint although it is unclear exactly which section the complainant is specifically referring to. As a consequence we have addressed each of the sections.*

#### *AANA Advertiser Code of Ethics*

*The target audience for the Advertisement is adults aged 18 to 35 years and over. The Advertisement forms part of a campaign using tongue-in-cheek humour designed to resonate with the target audience.*

*The Advertisement is appropriate for the relevant audience.*

*The Advertisement is intended to convey in a light-hearted way that we all make mistakes from time to time no matter who we are and sometimes its nice to have a little win (in this case a relief from home renovations and a Red Rooster meal).*

*Further there is no suggestion that the father is intended to be stereo typical in any way and this by itself is not a breach of the Code of Ethics.*

*Red Rooster is asked to comment on the application of section 2 of the AANA*



*Advertiser Code of Ethics to the Advertisement in general as to which Red Rooster submits that:*

*Section 2.1: The Advertisement does not portray people or depict material in a way that discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.*

*Section 2.2: The Advertisement does not employ sexual appeal where images of minors, or people who appear to be minors are used (the Advertisement features no such images), nor in a matter that is exploitative and degrading of any individual or group of people.*

*Section 2.3: The Advertisement does not present or portray violence.*

*Section 2.4: The Advertisement does not contain any nudity, nor does it contain any sexual content, themes, or innuendo.*

*Section 2.5: The Advertisement does not use strong or obscene language.*

*Section 2.6: The Advertisement does not depict material contrary to prevailing community standards on health and safety.*

*Section 2.7: The Advertisement is clearly distinguishable as an advertisement to the relevant audience on account of its medium, location, and subject-matter.*

*AANA Code for Advertising and marketing Communications to Children*

*The Advertisement is not primarily directed to children.*

*On that basis, Red Rooster submits that the provisions of the AANA Code for Advertising and marketing Communications to Children do not apply to the Advertisement.*

*AANA Food and Beverages Marketing and Communications Code*

*Red Rooster is asked to comment on the application of the AANA Food and Beverages Marketing and Communications Code (Food Code), as to which Red Rooster submits that:*

*Section 2.1: The Advertisement is truthful and honest, is not misleading nor deceptive, does not otherwise contravene Prevailing Community Standards (as to which, please also see paragraph 3.5), and is communicated in a manner appropriate to the level of understanding of the target audience. The Advertisement makes not nutritional or*



*health claims.*

*Section 2.2: The Advertisement does not undermine the importance of healthy or active lifestyles or balanced diets, nor does it encourage excess consumption.*

*Sections 2.3 and 2.4: The Advertisement makes no nutritional or health claims.*

*Section 2.5: The Advertisement makes no consumer taste or preference claims.*

*Section 2.6: The Advertisement makes no claims relating to the material characteristics of the product advertised.*

*Section 2.7: This section does not apply.*

*Section 2.8: The Advertisement does not portray the smokey cheese and bacon burger as being a meal substitution.*

*Sections 2.9 and 3: Please refer to the submissions made in the previous sections.*

*Conclusion*

*For the reasons above, Red Rooster submits that the complaint should be dismissed and no further action taken.*

## **THE DETERMINATION**

The Ad Standards Community Panel (the 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 shows the man as incompetent and a bumbling fool and is discriminatory.

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

The Panel considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Panel noted that this television advertisement features a man drilling through a wall into the television on the other side.

The Panel noted the complainant's concern that the advertisement presents the



stereotype that men are incompetent.

The Panel noted the advertiser's response that the advertisement is intended to convey that everyone makes mistakes.

The Panel noted the Practice Note to Section 2.1 provides the following definitions:

"Discrimination – unfair or less favourable treatment.

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule."

The Panel considered that there is no indication that the man regularly makes mistakes or is generally incompetent. The Panel noted that there is no depiction of the man as being ridiculed or humiliated as a result of his mistake.

The Panel considered that there is no implication in the advertisement that the man's error was made because he is a man, and no implication that all men are incapable of home improvements.

The Panel considered that the advertisement did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of gender and determined that the advertisement did not breach Section 2.1 of the Code

The Panel 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 Panel considered that that the depiction of a father drilling through a wall into a television on the other side is contrasted with the expression on his face as he realises his mistake.

The Panel considered that most members of the community are unlikely to find that the advertisement would encourage people to drill through televisions; rather they would understand that the message of the advertisement is that mistakes happen.

In the Panel's view most members of the community would be unlikely to view this advertisement as promoting unsafe behaviour.

The Panel considered that the advertisement did not depict material contrary to Prevailing Community Standards on health and safety regarding health and safety. The Panel determined that the advertisement did not breach Section 2.6 of the Code.



Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.