



Case Report

1	Case Number	0486/12
2	Advertiser	George Weston Foods Limited
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	12/12/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

The advertisement begins showing a family at a supermarket checkout.

Mum states that she's forgotten the bread and asks Dad to grab one.

We see dad in the bread aisle confronted with the enormity of choice.

The dad returns to the checkout with a loaf of bread, however mum advises him that need the bread with more fibre.

The next shot shows the dad return to the checkout with 2 loaves of bread, where mum advises need the bread that is lower in GI.

The dad is shown walking from the bread aisle with an armful of bread loaves. Mum calls out to him that they need the one with more vitamins.

The ad cuts to the dad in the bread aisle again, where another shopper shows him a loaf of Tip Top The One and suggests "It's the only one you need".

We see dad return to the checkout with a loaf of The One.

Mums smiles and says "That's The One they love!" to which Dad replies "Yep, it's the only one you need".

The ad finishes with a large, close-up shot of the pack of The One on the conveyor belt.

THE COMPLAINT

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

I feel that this ad is sexist. It implies that a man and perhaps more specifically a father, is incapable of shopping and choosing healthy products for his family.

The man is presented as incompetent with the wife seemingly expecting that he should know which product to buy. To add insult to injury, the only reason he eventually brings the desired product to the checkout is because another female shopper provided him with it. I believe that this ad portrays men as incompetent, as possessing lesser parental ability and overall in a highly negative way.

THE ADVERTISER'S RESPONSE

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

The Tip Top The One TV commercial utilises humour as a means of communicating the products key health benefits. The intention of the ad was to humorously portray a situation that viewers could easily identify with.

In relation to section 2.1 of the AANA Code of Ethics, we do not believe that the Tip Top The One TV commercial is in any way sexist or discriminatory. In the commercial, the 'Dad' character is depicted as being overwhelmed by the breadth of choice within the bread aisle - a situation that bread buyers easily identify with. The interaction between the 'Mum' and 'Dad' character, which forms the basis for this complaint, is used within the commercial to amplify the sense of being overwhelmed in this situation, whilst also providing a means to highlight the unique product benefits of our Tip Top The One bread (High Fibre, Vitamins & Minerals, Lower GI).

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 is sexist in its suggestion that men cannot shop or choose healthy products for their family.

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

The Board considered whether the advertisement was in breach of Section 2.1 of the Code. Section 2.1 of the Code states: "Advertising or Marketing Communications shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of...gender..."

The Board noted that the advertisement features a family shopping and that the dad goes to get the bread whilst the mum and two children are at the check-out.

The Board noted that the dad is depicted as not knowing which type or brand of bread to buy and that he repeatedly comes back with the wrong loaf until a fellow shopper, who is female, hands him a loaf of "The One". The Board considered that this depiction is one which would be consistent with many family situations across Australia in that the mum is often the main grocery buyer and is most familiar with the range of products or the preferred product.

The Board noted that the reaction of the mum and the children to the dad bringing back the

wrong loaves is one of amusement and considered the overall tone is one of affection towards the dad because he cannot remember which loaf of bread the family eats. The Board considered that this depiction is presented in a manner which is humorous and light-hearted and that it does not discriminate against men based on their ability to shop for their families.

The Board determined that the material depicted did not discriminate against or vilify any person or section of the community and did not breach Section 2.1 of the Code.

Further finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.