



Case Report

1	Case Number	0529/14
2	Advertiser	Campbell's Australia
3	Product	Food and Beverages
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	10/12/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.6 - Health and Safety Bullying (non violent)
- 2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a woman showing off that she has beaten a young girl at table tennis. The woman dances and sings, "21....nil" and the girl looks unimpressed. We then see a very pale version of the woman lying on a lounge eating Shapes. A voiceover explains that it is the woman's conscience and says that having no conscience is not good news.

THE COMPLAINT

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

At the moment so many issues with regards to young females with major body issues why allow a add that inhances this way of thinking. Surely something else besides this add would be more appropriate

This is disgusting how can you stop bullying in schools or in cyber land when your airing this. There's a thing called ethics please remove this ad it disrespectful. Thank you

THE ADVERTISER'S RESPONSE

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

The objective for this advertisement is to convey that because the product has significantly less saturated fat than comparable savoury snacks, it is something which will appeal to one's "conscience" (i.e. consumers' preference for better dietary choices).

We also chose to use humour to portray the mischief a person might get up to if her conscience was "absent" for a day. Various scenes across a series of commercials were included depicting rude and outrageous behaviour. The specific advertisement to which this response relates shows Jane crowing about winning a match of table tennis to her opponent, a young girl.

You have asked us to address all 6 subsections of Section 2 of the AANA Code of Ethics, and our response follows. As the advertisement was not directed towards children aged 14 years or younger, we do not consider it relevant to address the Code for Advertising & Marketing Communications to Children.

Section 2.1

This advertisement does not discriminate against or vilify children. Jane is clearly exaggerating her level of table tennis prowess, but she merely emphasises the score (21-0) and does not abuse or scold the girl (who simply looks unimpressed at Jane's nonsense). Jane does not make any disparaging references to her opponent for being young, or about children in general.

Section 2.2

The advertisement does not contain any sexual references or content.

Section 2.3

The advertisement does not contain any violence. Jane does not assault or menace the child in any way.

Section 2.4

The advertisement does not contain any sexual references or nudity.

Section 2.5

The advertisement does not contain any strong or obscene language.

Section 2.6

The advertisement does not depict any unsafe, harmful or dangerous behaviour. On the contrary, the child playing table tennis against Jane is wearing safety glasses.

We believe that viewers understand the humour underpinning Jane's story across our Shapes Light & Crispy series of advertisements, and the premise that all her behaviour is both ridiculous and socially unacceptable. We consider our advertisement sends a clear message that talking to a child in this manner is absurd. We reject the complainant's assertion that it encourages bullying in any form.

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 a woman bullying a young child and that it encourages women to have body issues.

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

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 that the advertisement features a woman gloating to a young child that she has beaten her at table tennis by 21 points to nil.

The Board noted that the young child does not seem upset about being beaten at a game of table tennis and considered that most members of the community would find her reaction to highlight that she is not impressed with the woman’s behaviour and finds it annoying rather than hurtful. The Board noted the advertisement has an overall light-hearted tone and considered that the voiceover makes it clear that the woman is behaving badly because she does not have her conscience to guide her.

The Board acknowledged that bullying is a very serious issue but considered in this instance that the advertisement does not portray, condone or encourage bullying behaviour and that the woman’s competitive approach is seen as negative in any case.

The Board considered that the advertisement did not depict material contrary to prevailing community standards on bullying.

The Board noted the complainant’s concern that the advertisement could encourage young women to have body issues. The Board noted that the advertisement suggests that your conscience would be happy with the new Shapes product and considered that this suggestion is about making food choices based on your health rather than your body image. The Board noted that the woman in the advertisement appears to be of a normal healthy body weight and size and considered that the advertisement did not depict material contrary to prevailing community standards on body image or eating disorders.

The Board 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 complaints.