



Case Report

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| 1 | Case Number | 0535/10 |
| 2 | Advertiser | Retail Zoo |
| 3 | Product | Food and Beverages |
| 4 | Type of Advertisement / media | Cinema |
| 5 | Date of Determination | 19/01/2011 |
| 6 | DETERMINATION | Dismissed |

ISSUES RAISED

2.1 - Discrimination or Vilification Age

DESCRIPTION OF THE ADVERTISEMENT

Janine Allis, the founder of Boost, talks about how hard her staff work and thanks them. She then goes on to say that she does not see them in the same way as the media generally portrays them – as lazy Gen-Ys, but as optimistic, energetic and enthusiastic. Janine Allis finishes by asking the viewer to smile the next time one of the Boost staff asks you how you are because “it won’t kill you” and then we see the Boost logo.

THE COMPLAINT

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

I was offended by the generalisation and thinly veiled insults directed at young people. To quote: “When I see them I don’t see the media’s portrayal of lazy Gen Ys binge drinking and in gangs. I see optimism energy and enthusiasm.”

The advertisement mentions “Hit someone with a stick and they’ll act like an animal give them a chance and they’ll build something special.” I find this incredibly offensive to my age group in perpetuating stereotypes about young people.

I question whether if we replaced the subject of Gen-Ys with a racial minority if this ad would be allowed to air on Australian TV.

Just because a patronising dig at young people doesn't involve the colour of our skin doesn't mean it isn't grossly inappropriate.

THE ADVERTISER'S RESPONSE

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

Please note, it has been our objective and intention to support Generation Y. At Boost, we employ over 4,500 people considered to be within this generation and work with them on a daily basis. Our brand essence has been established through the energy, enthusiasm, dedication and passion of this group, hence, we will only ever support them within this community.

Description of the advertisement:

This ad is about taking a stance and standing up for young people - given that the Boosties are the face of this brand, Boost founder Janine Allis, is standing up for her team, empowering young people.

The media's ability to give us vivid images of violence, binge drinking and mayhem makes for good TV, but doesn't mean every young person has lost their way. Quite the opposite. What is seen at Boost is teenagers, working hard, having fun, making money, saving for their next game or board or outfit. This ad is about Janine standing up for her Boost army, communicating the Boost belief that these Gen Y's are our future, rather than continuously knocking them down - as seen in the media, we should give them a chance.

These teenagers have helped build Boost to be the what it is today and is encouraging people to give them a chance. It's about a simple smile, infectious energy or genuine moment of engagement matched with a healthy refreshment, and making people feel just that little bit better.

Comments in relation to the complaint:

In response to the allegation made by the complainant that we have contravened section 2.1 of the Advertiser Code of Ethics, we comment as follows:

We do not believe that our advertisement portrays people or depicts material in a way that discriminates against or vilifies Gen-Ys. On the contrary, we believe that our advertisement highlights that despite any negative misconceptions the media may have about Gen-Ys (who account for the majority of our in-store staff and customers) we believe that they are an optimistic, enthusiastic and energetic demographic of our society and these are the values that best epitomise our brand.

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 offensive to young people.

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 ...age...”

The Board noted that the advertisement is for Boost Juice bars and features the founder of Boost, Janine Allis, talking to the camera about the young people who work for her: the Boost Army. The Board noted Janine Allis comments on the media’s portrayal of Gen Ys as lazy, binge drinkers, but says she does not agree with this and believes they are optimistic, energetic and enthusiastic.

The Board considered that Janine Allis is encouraging the viewer to ignore common media stereotypes regarding young people and that she is not making a ‘patronising dig’ at them.

The Board determined that, in this instance, the advertisement did not depict any material that discriminated against or vilified any person or section of society on account of their age. The Board determined that the advertisement did not breach section 2.1 of the Code.

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