



## CASE REPORT

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| 1. Complaint reference number | 118/98   |
| 2. Advertiser                 | H. J. Heinz Co. Aust Ltd (Tom Piper)   |
| 3. Product                    | Food   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Violence Other – section 2.2<br>Language – use of language – section 2.5<br>Health and safety – section 2.6<br>Other - Causes alarm and distress to children |
| 6. Date of determination      | Tuesday, 11 August 1998  |
| 7. DETERMINATION              | Dismissed  |

## DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a man and his son watching sport on television. The father says to a woman in the room, 'Anything to eat, love? We're starving.' The woman opens a cupboard in which there are a number of tins of food. She takes out a (Tom Piper) tin and asks, 'How does steak and veg sound?' The man replies, 'Yeah, great, just make it quick, honey.' The woman is shown (filmed from behind) tossing the tin of food over her shoulder towards the man who is seen looking shocked as the tin lands directly in his mouth. In the final sequence, we are shown the tin flying towards the screen. A close-up, still shot of the tin is on the screen as a female voiceover says, 'Give them the new 25% larger can of Tom Piper. That'll shut 'em up.' The words, 'That'll shut 'em up', are then superimposed on the screen as the advertisement concludes.

## THE COMPLAINT

Comments the complainants made about the advertisement included:

*'I had great difficulty explaining to my 2 year old that...this is not the truth...that you do not do this to your little brother...that it would hurt someone...(the advertisement) is not suitable for children.'*

*'The behaviour exhibited in the ad, from the opening scene when two unkempt overweight 'yobbo' blokes are glued to the TV, to the wife (who clearly has an attitude problem herself) hurling a tin of stew at one of the men, to the inappropriate language and stereotyping of male and female roles is absolutely appalling.'*

## THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the opinion that the advertisement did not breach the Code. The Board dismissed the complaint.