



CASE REPORT

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| 1. Complaint reference number | 119/03 |
| 2. Advertiser | Nestle Australia Ltd (All Natural Yohurt) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Race – section 2.1 |
| 6. Date of determination | Tuesday, 13 May 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a yogi in front of a class to which he introduces the Nestlé all natural yogurt product. The view then focuses on a group of Indian men and women dancing to music over which can be heard “Yum Yum” and the yogi chanting: “Nestlé All Natural.” The dancing continues in an outside location, where the yogi is also shown eating from a tub of the product. The advertisement ends with a view of the product and headline text reading: ‘All Natural Ingredients’.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

“The advertisement reinforces racial and cultural stereotypes; primarily with respect to a disrespectful stereotype of an Indian accent.”

“This commercial is tacky. I find it offensive to any sense of multiculturalism the media is meant to strive for.”

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 noted the advertiser’s submission that the advertisement purposefully employed a ‘Bollywood’ theme, incorporating dancing, singing and rapping popularised in recent mainstream films.

The determination of the Board was that this material did not constitute vilification and/or discrimination as represented in the Code, and that it did not offend any other aspect of the Code.

Accordingly, the complaint was dismissed.