



CASE REPORT

1. Complaint reference number	122/98
2. Advertiser	Nestle Australia Ltd (Nescafe)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 8 September 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a number of scenes set to a song the lyrics of which include the words, ‘You can be rich with no money to spend... You can do everything when you understand... you can be mother when you are a man... open your eyes, open your mind, open your thoughts...’. The advertisement shows a cross section of cultures in a variety of settings including a man brushing a child’s hair, a soldier tying a little child’s shoelaces, an older woman and a younger woman having a chat, two men playing chess in the waves, an Eskimo, motorcyclists riding in a group over a hill and then the motorcyclists are shown having a coffee. One of the motorcyclists is shown at this point in a wheelchair.

THE COMPLAINT

Comments the complainants made about the advertisement included:

‘... everytime we see motor cyclists in advertisements, they are either “bad bikee mongrels”, or in wheelchairs. It’s unnecessary stereotyping... the residual impression is a negative one caused by connecting bike riding with paraplegia...’

‘... It is not good for the media and advertisers to constantly infer that motorcyclists either travel in large threatening groups or that they inevitably suffer the kind of injuries that would place them in a wheelchair.’

‘... a male is shown brushing and hair of a child, with the words of the song stating, “you can be mother, if you are a man.” I find these words to be totally offensive and bordering on sexual discrimination. I see no reason why it is inferred that to care and nurture a child a man would want to be anything else other than male, or father.’

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 this advertisement did not breach the Code and would not be likely to offend prevailing community standards. In particular, the Board was of the view that the portrayals of the people concerned did not constitute discrimination or vilification.