



## **CASE REPORT**

1. Complaint reference number	124/98
2. Advertiser	The Uncle Tobys Co Ltd (White Wings Bakery Treats)
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 ADVERTISEMENTS**

The Board viewed two advertisements (the second being a modified version of the first)

1. The advertisement shows two little girls in a schoolyard at break time. When one of the girls (the former) takes a snack out of her bag the other (the latter) enquires as to what it is. The former replies, 'It's a bakery treat.' The latter then says to the former. 'My mother bakes her own cakes you know. My mother says only the best ingredients should be used and the most important one is a little pinch of love...' At this point we are shown the former rolling her eyes in response. The latter continues, 'My mother says nothing beats that real home baked taste.' The former replies, 'So does mine...but she's got a life.' The final shot is a close up of the bakery treats themselves accompanied by the (female voiceover) 'New bakery treats from White Wings, home baked taste all wrapped up...'

2. This advertisement is a modified version of number 1 above. More particularly, the words, '...but she's got a life.' Have been deleted from this advertisement.

## **THE COMPLAINT**

Comments the complainants made about the advertisements included:

*'This advertisement implies that mothers who make the time to provide their children with home cooked foods do not have a life. This is grossly insulting to the many women who forego good incomes and put careers on hold in order to provide the best care they can give to their families and it questions their priorities. These women receive very little recognition from a materialistic society for their valuable contributions and this advertisement only reinforces negative attitudes and prejudices...'*

*'...the commercial is degrading the stay home mother and not recognising the demanding work she does in raising decent individuals into society..'*

*'...this ad is quite divisive and certainly does not encourage an attitude of tolerance in our community especially amongst the younger generation which it targets...'*

*'What a treachery to teach our children that these comments are an acceptable way to speak.'*

*'What are children going to think when they see that advert? They are going to believe that unless their mum's BUY everything then its not good enough. What about those parents who can't afford to BUY everything...'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics ('the Code').

The Board acknowledged that the advertisements may have offended a sector of the community. However, the Board was of the view that the portrayal of the characters in the advertisements did not constitute discrimination or vilification and did not breach the Code. The Board dismissed the complaint. The Board noted the advertiser's decision to voluntarily modify 'the end of the commercial'. (See advertisement no 2 above).