



CASE REPORT

1. Complaint reference number	130/05
2. Advertiser	Granny's Pies and Cakes
3. Product	Food
4. Type of advertisement	Radio
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Language – use of language – section 2.5
6. Date of determination	Tuesday, 14 June 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This complaint relates to three radio advertisements that form part of one series for Granny's Pies. Each advertisement revolves around a mock helpline called "Granny's Help Line". In the first radio advertisement a caller "embarrassingly" admits that he could not finish one of the beef pies. Granny becomes abusive and says that his friends should call him a "(beep) pussy". In the second advertisement a man called "Moonbeam" says that he is a vegetarian and is shocked by how much beef is put in the pies. Granny says that Moonbeam's name is a lovely name for a "(beep) hippie" and says that she is "surprised you (beep) vegetarians have the strength to lift a phone". Granny goes on to say that if Moonbeam wants to save the cows, he should buy a different brand of pie. In the final advertisement a female caller rings to ask how to bake a cake. When the caller reveals her age (35), Granny responds that at her age she should be more concerned about getting a "(beep) bun in her oven".

THE COMPLAINT

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

"I find this ad offensive for these reasons – it's just plain rude and that sort of speech is unnecessary on the radio in an advert ... it portrays seniors in a derogatory and degrading manner."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"The advertisements are intended to be humorous and use a Granny character who is strong willed, worldly, opinionated and who is passionate about her product. This is in contrast to the stereotypical portrayal of a granny and seniors in general, who are normally portrayed as being meek and lacking opinion. It is not the intention of these advertisements to be derogatory in any way. There is no use of offensive language in the commercials. Yes there are beeps, but there is no indication of what these words might be."

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 that in each of the advertisements in the series the obscene language had been "beeped" over such that the precise offending words are inaudible.

The Board considered that the use of such an opinionated and passionate character (in contrast to a stereotypical portrayal of seniors in general) added a humorous element to the advertisement.

The Board considered that in the context of prevailing community standards, most people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to language or the portrayal of people (age).

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.