



CASE REPORT

1. Complaint reference number	134/01
2. Advertiser	Goodman Fielder Baking (Buttercup Big Bite Muffins)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2 Language – use of language – section 2.5
6. Date of determination	Tuesday, 12 June 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a youth being addressed by a younger boy as he is eating a muffin while playing a computer game. The boy asks why the muffin is big and square rather than small and round, to which the response is: ‘So you can fit more on, moron.’ Told that the boy hasn’t seen square muffins before, the youth says: ‘Lucky me, I’ve just witnessed history.’ A closing graphic and voice-over announces ‘Buttercup BigBite Muffins, the square muffin meal.’

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

‘The whole tenure of the conversation was bullying and displayed an aggressive put down mentality. The type of behaviour that was modeled by the advertisement was highly offensive. It was the wrong type of behaviour for our younger Australians to be learning from their televisions...Bullying behaviour is often the reason behind depression or suicide.’

‘The language used and the attitude of the older boy towards his little ‘brother’ offended me in the extreme.’

‘To fit more on moron’, and then to have the younger child throw the product on the floor and flounce off disgusted me.’

‘I feel this commercial is discriminatory and in bad taste and does not set a good example for the young.’

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 determined that the content of the advertisement did not constitute violence and that the advertisement did not breach the Code’s provisions in relation to violence, language, discrimination/vilification or any other grounds. Accordingly, the Board dismissed the complaint.