



CASE REPORT

1. Complaint reference number	140/04
2. Advertiser	Goodman Fielder Banking (Meadowlea white wings)
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 June 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts two children being taken to hospital by their mother. They both have their hands stuck in the same cookie jar from trying to get the last cookie. As they pass by an older patient in the waiting room who looks at them, they poke their tongue out and pull faces at him.

THE COMPLAINT

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

“I feel this sends a wrong message to children/teenagers that this behaviour is the way to treat the elderly and react to them in their presence.”

THE ADVERTISER’S RESPONSE

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

“The advertisement is a lighthearted look at boys being cheeky and mischievous, and the humour in the advertisement is very light and family orientated.”

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 the context of prevailing community standards, the majority of 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 discrimination (age).

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