



CASE REPORT

1. Complaint reference number	144/01
2. Advertiser	Unilever Australasia (Continental - 'More than just a Cook' campaign)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Other - Causes alarm and distress to children
6. Date of determination	Tuesday, 12 June 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The Board viewed two of television advertisements, one version portrays a mother ('Naomi') preparing a risotto meal using Continental sauce while family situations prove her abilities in various roles including 'Big Sister,' 'Head Chef,' 'Chauffeur,' and 'Genius.' (captions on screen) When the husband picks up the Continental sauce jar and asks what he can do to help, she says 'You can take the lid off.' The advertisement concludes with a picture of the sauce jar accompanied by a caption and voiceover saying 'You and Continental...Just Brilliant.' The other advertisement portrays another mother, ('Kelly') preparing a meal while family situations prove her abilities in various roles including 'I.T. Manager' and 'Clairvoyant' (captions on screen). When her son says of his visiting friend, 'Mum, David's getting a really good scooter', Kelly appears on screen together with the caption, 'Santa

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

'Do you think that women in today's society would accept such advertisements if the roles were reversed? Men in today's society have come to accept such standards. If this matter is not acted upon shortly men will be totally unaware of the discrimination towards them.'

'Considering the ad is on at 6.50 pm when children are possibly watching, I find this upsetting...I have a 6 year old daughter who is very capable of reading and would be devastated to find out Santa might be mum.'

THE DETERMINATION

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

The Board, while appreciating the complainants' personal views, determined that the material within the advertisements did not constitute discrimination/vilification. The Board determined that the material within the advertisements did not breach the Code on any other grounds and, accordingly, dismissed the complaint.