



CASE REPORT

1. Complaint reference number	145/03
2. Advertiser	Meat & Livestock Australia Ltd
3. Product	food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 May 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a scene of a young boys' soccer match, after which the losing team's coach cajoles one of his players saying he wants to see him at training three times a week. Subsequently, with a caption indicating it is Monday evening, the boy is seen eating a lamb casserole, his coach encouraging him. Next, on what a caption indicates as Wednesday evening, the boy is seen eating meatballs, again with the encouragement of his coach. Then, with a caption indicating Thursday evening, the boy is seen eating a lamb kebab, a voiceover stating: "To attain an overall sense of vitality and well-being, you need protein, omega 3s, iron, zinc and vitamin B12. Eat lean red meat at least three to four times a week and you'll feel better for it." The coach reappears, this time saying: "Lamb kebabs... That other team don't stand a chance." The advertisement ends with the boy and the coach dancing ahead of a full-screen graphic with text reading: 'Red Meat: Feel Good.' An Internet website address is also incorporated.

THE COMPLAINT

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

"It is a well known fact that food eaten during hara ssm ent or fatigue, weariness, exhaustion, etc, is very bad for you. As this advertising for RED MEAT suggests such action, I find it in very poor taste... This advertising is very trying on the people watching it.." (Complainant's capitalization).

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

Remarking that the majority of people would recognise the intended humour in the advertisement, the Board determined that it did not breach the Code in relation to health and safety.

It further determined that the material did not contravene any aspect of the Code and dismissed the complaint accordingly.