



## **CASE REPORT**

1. Complaint reference number	151/05
2. Advertiser	H J Heinz Co Australia Ltd (Heinz Real Soup)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 14 June 2005
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The first scene in this television advertisement depicts a young woman in an office setting preparing a cup of soup in the office kitchen. The next scene depicts fellow co-workers gathered around a table with a cake that has a lit candle singing ‘For he’s a jolly good fellow’ to a gentleman who is presumably the boss. The young woman who has joined the crowd with the cup of soup sings along with her fellow employees but changes the words of the song to: “For he’s an absolute cockroach and so say all of me, and so say all of me for he’s a bit of a sleazebag ... and he has fake hair”. The final scene in this advertisement shows a picture of the cup of soup together with the words “Take a break from fake”.

## **THE COMPLAINT**

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

*“... I can put up with the rest of the song despite the fact that I don’t really want my six year old son to hear someone singing that someone is a cockroach, etc. But I draw the line at the use of the word ‘sleazebag’.”*

## **THE ADVERTISER’S RESPONSE**

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

*“... The advertisement depicts an obvious exaggeration of the sort of character who is relatively harmless but somewhat of an unsavoury character. This sort of character is seen regularly in sitcoms and soap operas ...”*

*“... the word ‘sleazebag’ is no stronger than wording used on soap operas and sitcoms watched by children and teens such as Neighbours and Home & Away. It is a colloquial expression, not a profanity and is used in a humorous manner, conveying the distaste our lead character has for the man whose birthday it is ...”*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered that the use of the words “cockroach” and “sleazebag” were not offensive in the context in which they were used. The Board considered 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 language.

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