



CASE REPORT

1. Complaint reference number	155/99
2. Advertiser	Kellogg Aust Pty Ltd (Corn Flakes)
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 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with a scene of an apparent South American Indian hand planting an individual seed of corn with the caption ‘Corn, a sacred grain’. This is followed by a scene of a group of people of Asian appearance harvesting a field of corn by hand, with the caption ‘The seed of civilisations’. A scene is then shown of a group of field workers throwing baskets of corn ears onto the back of carts, with the caption ‘A food relied on by billions’. The next scene is a group of people of African appearance carrying head baskets containing corn ears and then shots of corn grains being milled by hand pestles, with the caption ‘Nourishing the world for 5,00 years’. The final scene is of a family of Caucasian appearance eating bowls of Corn Flakes for breakfast, with the caption ‘What better way to start the day?’ The advertisement concludes with the Kellogg’s Corn Flakes logo and the words ‘Simple Lasting Goodness’.

THE COMPLAINT

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

“I am deeply offended by the way the advertisement shows ethnic (African, Asian etc) people doing all the hard work to make cornflakes for white people ... I believe this promulgates the notion that white people are superior, which is not the case ... I believe it promotes discrimination.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the portrayal of the people within the advertisement did not constitute discrimination or vilification and would not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.