



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 161/05  |
| 2. Advertiser                 | H J Heinz Co Australia Ltd (Big and Chunky Soup)                  |
| 3. Product                    | Food  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Language – use of language – section 2.5<br>Other - Social values |
| 6. Date of determination      | Sunday, 12 June 2005  |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This advertisement is one in a series for Heinz, Big and Chunky Soup. The first scene in this television advertisement depicts a young woman walking out of the bathroom and into the bedroom (still in her sleepwear). As she walks into the bedroom she is shown to scratch her bottom. The next scene in the advertisement depicts the toilet in the bathroom that she has just left. The toilet seat is shown to be in the upright position. The final scene in the advertisement depicts a can of Heinz, Big and Chunky soup. The tag line reads: *“It’ll make a man of you.”*

## **THE COMPLAINT**

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

*“... we don’t know what she is referring to when she says “big and chunky”, we think it might be the size of the stool she has just passed...”*

*“... In very poor taste indeed!”*

## **THE ADVERTISER’S RESPONSE**

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

*“... the synopsis of the spot outlined by the complainant is generally inaccurate and it is difficult to understand how such an interpretation of the billboard has been derived...”*

*“... The primary message is that the product is a satisfying meal for men, who may otherwise not be attracted to soup as a meal option. To communicate this ... the campaign depicts a number of scenarios where the female lead takes on male characteristics or traits. These include growing hair on her back, speaking with a greatly exaggerated, deep male voice and in the case of the 10 second billboard, leaving up the toilet seat.”*

*“At no stage does the female lead voice the words stated in the complaint, nor does the vision represent the scenario outlined by the complainant.”*

## **THE DETERMINATION**

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

The Board was of the view that the advertiser’s intention was to depict a woman who had adopted male characteristics after eating the can of soup. The Board considered that the tag line *“It’ll make a*

*man of you*” would make this reference sufficiently clear to viewers. The Board did not consider that the advertiser was making any reference to the size of any stools passed by the female lead.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (social values) or 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.