



CASE REPORT

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| 1. Complaint reference number | 167/01 |
| 2. Advertiser | Simplot Aust Pty Ltd (Four'n Twenty Pies) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens showing two male workers starting their lunch break. One asks the other “What did you get?” to which the response is “Rabbit food—again!” The first worker comments “I think mine is still growing,” before another young worker asks “You blokes want something from the shop?” A subsequent scene indicates they both requested Four’n Twenty pies, with one commenting on looking at his “You bloody ripper,” and the other “Bloody unreal.” The advertisement ends with a Four’n Twenty Pies graphic and a voice repeating the caption reading “The Great Australian Taste.”

THE COMPLAINT

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

“I believe that the attitudes expressed by the men in the commercial are humiliating to the wives or mothers or whoever made their lunches at home.”

THE DETERMINATION

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

The Board regarded the advertisement as providing a credible reflection of the way many Australians might talk in the circumstance portrayed. Finding that the material did not constitute discrimination/vilification under the Advertiser Code, and did not contravene the Code on any other grounds, the Board dismissed the complaint.