



## **CASE REPORT**

1. Complaint reference number	172/03
2. Advertiser	Kellogg (Aust) Pty Ltd (Nutri-Grain)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 10 June 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on the exterior of a suburban house at daybreak before cutting to show a mother waking and hurrying to transport her teenage son to sport as a superimposed caption reads: 'They still get you up early.' When the scene changes back to the house, the woman is shown trying to tuck her son's school shirt into his trousers as a caption reads: 'They still need tucking in.' As the woman is next shown serving her monosyllabic son his breakfast cereal, the caption reads: 'They still communicate without words.' Following a caption reading: 'And they still need regular feeds,' Keiran Barry, captioned as a high performance coach and wearing an 'Ausport' shirt, says: "What growing bodies need is in Kellogg's Nutri-Grain" before he gets knocked sideways by the woman opening a refrigerator door. She smiles and the view changes to photographs of her, also smiling, with her growing son and a superimposed caption reading: 'No matter how big he grows, he'll still be your baby boy.' The advertisement ends with Kellogg's IronMan and Ausport logos.

## **THE COMPLAINT**

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

*"...a woman is seen in a supplicant role, serving her son, feeding him, picking up his clothes etc. etc."*

## **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 dismissed the complaint on determination that, within the context of prevailing community standards, the material did not constitute discrimination and/or vilification as represented in the Code, and did not otherwise offend the code.