



CASE REPORT

1. Complaint reference number	172/05
2. Advertiser	General Mills Australia Pty Ltd (Betty Crocker Cake Mix)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Sunday, 12 June 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The first scene in this television advertisement depicts a young boy playing with his toy in the living room of his house. He begins to talk about his love for cake. The following scenes in the advertisement depict the young boy assisting his sister and mother baking a chocolate cake using the Betty Crocker cake mix. The advertisement depicts the young boy sitting patiently in front of the oven and also shows him licking the wooden spoon covered in chocolate icing. The boy's love for cake is expressed in the boy's voiceover which states: *"Well, the problem is I like cake. Chocolate's about the only thing I can think about. I like baking with Mum and Sis because I get to have the spoon and get to lick all the chocolate off it and shove it down my gob. I love the smell of cakes cooking because it makes me feel like I'm eating them."* The final scene in this advertisement depicts the young boy taking a big bite out of a slice of chocolate cake that he is holding in his hand.

THE COMPLAINT

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

"... this kind of speech may be OK for American children. However, these companies and their ad agencies should realise we are an English speaking country."

"... this is disgusting language for children to display on television, where other children are easily influenced."

THE ADVERTISER'S RESPONSE

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

"Throughout the development of this commercial we have always strived to capture the essence of mothers and children baking together."

"In the creative development process the team spent time working with several children getting them to explain what they liked about cakes and making cakes with their mums. During this process one of the children mentioned the phrase 'shoving it down his gob'. The team thought this to be endearing and charming and it was included in the script, along with the other dialogue, a lot of which was also inspired by spending time with these children."

"Overall consumers viewed the commercial and the dialogue as cute, endearing and a true reflection of how Australian children behave and speak."

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 opinion that in the context of prevailing community standards the majority of people would not find the language employed in this advertisement offensive. The Board considered that the majority of people would find the use of such language to be endearing and charming.

The Board found that the depiction did not contravene the provisions of the Code relating to the use of language.

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