



CASE REPORT

1. Complaint reference number	183/04
2. Advertiser	Hans Continental Smallgoods P/L (Lean & Tasty Ham)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Other - Social values
6. Date of determination	Tuesday, 10 August 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a female shopper trialing the free taste test of Han's Fine Sliced Ham in a shopping centre. She likes the taste so much that she takes the whole tray and walks away with it.

THE COMPLAINT

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

"Too many ads promoting stealing."

THE ADVERTISER'S RESPONSE

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

"The execution does not depict stealing anything from the store or any product that is on sale, but dramatises the love of the product. We hope that to any reasonable person, this action is seen to dramatise a desire for the product rather than seriously portray a genuine act of theft."

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 in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

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

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