



CASE REPORT

1. Complaint reference number	193/02
2. Advertiser	Unilever Australasia (Streets Blue Ribbon)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Monday, 12 August 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a family eating dinner with the son asking: “Dad can you pass the potatoes?” To the indicated consternation of the other family members, the grandmother answers: “He’s not your Dad. We never knew who your Dad was.” The voiceover states: “Some things you really shouldn’t share, and some things you definitely should—like Streets Blue Ribbon Carnival Ice-cream.” The grandmother is last seen being escorted from the dining room by the mother.

THE COMPLAINT

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

“I find this advertisement extremely offensive on several levels...if the commercial is intended to be funny, then it certainly wouldn’t be...why...is it necessary to insult the very customers who they (Streets) wish to attract.”

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 considered most people exposed to the advertisement would enjoy its humour and determined that it did not contravene the Code in relation to the portrayal of people. It further found that the content of the advertisement did not breach any other provision of the Code.

Accordingly the Board dismissed the complaint.