



CASE REPORT

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| 1. Complaint reference number | 205/05 |
| 2. Advertiser | H. J. Heinz Co. Australia Ltd (Big 'n Chunky Soup - couple in bed) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 9 August 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The opening scene in this television advertisement depicts a young couple lying in bed in the morning. The young man is lying on his side facing away from the woman who begins to cuddle the man from behind, indicating that she is attempting to initiate sex with the man. The man awakes suddenly when he realises what the woman is doing. He leaps out of bed and hides behind the wall in the walk-in wardrobe. He cautiously peers around the corner to see the woman tap her hand on the bed and raise her eyebrows suggestively. The final scene in the advertisement shows a can of Heinz Big 'n Chunky soup. A voiceover states: "*Heinz Big 'n Chunky, it'll make a man of you.*"

THE COMPLAINT

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

"... I am just absolutely sick to death of adverts that continually use sex and sexual innuendo with which to advertise their products. I felt this ad was crass and generally debasing to women."

THE ADVERTISER'S RESPONSE

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

"This execution is one of 4 advertisements which run as part of an overall campaign for Heinz Big 'n Chunky Soup. The campaign promotes a range of hearty soups, broadly targeting young men aged 25-35. The primary message is that the product is a satisfying meal for men, who may otherwise not be attracted to soup as a meal option. To communicate this point creatively, the campaign depicts a number of scenarios where the female lead takes on male characteristics or traits... The execution in question is a reprise to the core advertisements, exploring the creative concept further by appearing to reverse gender roles in lovemaking. It is intentionally presented in a tongue-in-cheek, exaggerated and unreal context, designed to engage the viewer through the humorous and absurd nature of the scenario..."

"... The woman is presented as empowered in the situation and the non-graphic, sexual implication of the scene is hardly the foundation of the communications idea seen across the campaign."

"Finally, the content of the execution is clearly targeted towards an adult audience and we have taken great care to ensure the execution has only aired in specific late night programming aimed at an appropriate audience."

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 the prevailing community standards the majority of people would find this advertisement humorous rather than offensive. The Board noted that this advertisement was one of four in an overall campaign that depicts a number of scenarios where a female lead takes on male characteristics when she eats Heinz Big 'n Chunky soup. The Board considered that the majority of people would understand the humour in this advertisement which is created by reversing and exaggerating the gender roles in love making.

The Board considered that the advertisement did not treat women in a demeaning way. The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (sex).

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