



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 216/02 |
| 2. Advertiser | George Weston Foods Ltd (Tip Top) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Race – section 2.1 |
| 6. Date of determination | Tuesday, 10 September 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement commences with the shot of an Inuit family inside an igloo with a voice-over stating: “You could lead the life of the Inuit Eskimo. Their Omega-3 rich diet has contributed to their healthy life.” In the background, there are sounds of what appears to be an avalanche and the camera cuts back to the same group of Inuits now on an island of ice. The final scene is a modern day family around the breakfast table with the accompanying voice-over stating: “Or you could make sandwiches with ‘Tip Top.’ Top up your family’s Omega-3.”

THE COMPLAINT

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

“...I think borders on being racist....The impression it gave me was that this was a very unpleasant, somewhat stupid way to achieve good health...I feel it is a put down on the Inuit people and their lifestyle and should not be shown. “

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

In reaching its determination, the Board noted the advertiser’s response that the material was intended to provide a lighthearted contrast between two lifestyles and found that the advertisement did not discriminate against or vilify Inuit people.

Finding no contravention of the Code under any other provisions, the Board dismissed the complaint.