



CASE REPORT

1. Complaint reference number	217/04
2. Advertiser	Nestle Australia Ltd (Nescafe Blend 43)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 14 September 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a young girl arriving home from a night out with her boyfriend. Her dad greets her at the front door and appears to be mad at her. He then smiles and says she's growing up so fast and to get some sleep. The tagline is "Become a morning person".

THE COMPLAINT

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

"The program was about physical abuse of women by fathers/husbands. The ad depicts a father aggressively grabbing his daughter around the face when she comes in late at night after being out with her boyfriend. The fear on the girl's face is obvious. The father then relents and then tells his daughter in a kindly manner to get off to bed and then proceeds to offer the boyfriend coffee."

THE ADVERTISER'S RESPONSE

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

"We refute the claim that this advertisement does not comply with section 2 of the Advertiser Code of Ethics."

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board formed 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 violence.

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