



CASE REPORT

1. Complaint reference number	218/04
2. Advertiser	George Weston Foods (Don)
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, 14 September 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a girl running through a park with a ham roll. A man seated at a park bench realises she has taken his ham roll. The tagline is “Is Gone. Is Don. Is Good”.

THE COMPLAINT

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

“Woman running through park steals man’s lunch and keeps going.”

“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:

“It was not our intention to cause any offence to any viewer with this commercial. It was meant to be a light-hearted look at life, which in this case involved a young woman jogger unable to curb her appetite for someone else’s previously prepared ham roll.”

“In reference to the AANA “Advertiser Code of Ethics” (Sect 2), we are unaware of any elements of the Code we may have even inadvertently breached .”

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 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.