



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 220/04  |
| 2. Advertiser                 | Kellogg (Aust) Pty Ltd (Sultana Bran)               |
| 3. Product                    | Food  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination      | Tuesday, 14 September 2004                          |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features a mother entering the kitchen with her three boys' school bags and clothes. She dropped them and starts singing a jingle with her three boys about the fact that they are eating Sultana Bran after school instead of at breakfast.

## **THE COMPLAINT**

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

*"The ad is offensive because it portrays an outdated and offensive view of gender roles."*

*"It also undermines parents who are trying to bring their sons up in a more enlightened way and to do their share of household tasks. The unequal share of domestic labour remains a significant obstacle for the achievement of equality between the sexes."*

## **THE ADVERTISER'S RESPONSE**

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

*"Ms Field's description of the advertisement contains some factual errors and assumptions which may have contributed to her opinions. For example, the mother does not serve the food, rather the boys serve themselves, the boys do not leave the mother to watch television rather they stop watching it to respond to her in song. It is a light-hearted and "fun" way of getting the message across to both parents and children. The commercial is set in the domestic environment because that is where the food is usually consumed."*

## **THE DETERMINATION**

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

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex).

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