



CASE REPORT

1. Complaint reference number	232/04
2. Advertiser	Sunrice
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Race – section 2.1
6. Date of determination	Tuesday, 14 September 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a man on a food delivery scooter which has a microwave oven mounted on the back and a basket of different packets of Sun Creations meals. When his mobile rings he takes an order using a fake Chinese accent. He uses a fake Italian accent when an Italian order rings through.

THE COMPLAINT

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

“This portrayal is racist and demeaning to Chinese people. It uses a racist stereotype that is inaccurate and offensive. This man speaks in broken English inferring that all Chinese people cannot communicate properly.”

THE ADVERTISER’S RESPONSE

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

“The idea behind the commercial is to demonstrate in a humorous, innovative way that we have this multi-cultural selection of meals on offer by using an entrepreneurial young man who has combined a microwave oven on a motor scooter in order to deliver a range of SunCreations meals.”

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 discrimination (race)/vilification.

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