



CASE REPORT

1. Complaint reference number	241/99
2. Advertiser	Simplot Aust Pty Ltd (Leggo's Stir Through Sauces)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises a series of scenes of the personality Kate Fischer preparing a meal with Leggo's Stir Through Sauce, while speaking to the camera describing the features of the product. The words are all spoken in Italian, with English sub-titles.

THE COMPLAINT

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

"This is Australian television, an English speaking country, surely we don't have to put up with this ... If the non-English speaking people want to hear the ads in their language, let them put the ads on SBS."

"I don't see why we should be subjected to non-English speaking commercials. Whatever happened to being proud to be an Australian."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement's use of the Italian language with English sub-titles did not constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.