



CASE REPORT

1. Complaint reference number	245/99
2. Advertiser	The Uncle Tobys Co Ltd (Le Big Snack)
3. Product	Food
4. Type of advertisement	Radio
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 radio advertisement commences with the apparent sound of the New Zealand football team performing a haka in a sportsground. Two commentators are heard discussing the action ‘We’re minutes away from kick off. Whacko, how’s the atmosphere down at ground level? ... Well mate, that’s the traditional Kiwi haka you can hear behind me and, my word, they look the meanest, hungriest I’ve ever seen them ... Unbelievable! One of the Australian players has walked right up to the biggest, hungriest Kiwi bloke and handed him ... An Uncle Tobys Le Big Snack! ... All the Kiwis are having a feed of the five biscuits and the big serving of cheese, just listen to them’. Two New Zealanders are heard saying ‘Aah, let them have this one, eh boys? ... C’mon, let’s go to the beach’.

THE COMPLAINT

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

“I believe this ad to be objectionable and offensive ... it perpetuates racial stereotypes and the use of Europeans to take off Maori accents is a throwback to another time not in keeping with a modern multicultural society.”

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 portrayal of the men within the advertisement did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.