



CASE REPORT

1. Complaint reference number	248/03
2. Advertiser	General Mills Australia Pty Ltd (Latina Cappelletti)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 12 August 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a five-star Italian restaurant scene, where kitchen activity is under surveillance as a voiceover states: “To bring you the very best-tasting pasta, our man from Latina searched the finest restaurants for what we like to call...um...inspiration.” The view changes to the rear entrance of the restaurant kitchen where the chef is being smuggled out wrapped in a carpet and pushed into a van already holding a number of other chefs. As the voiceover continues: “A little over-zealous perhaps,” the view switches to that of a steaming Italian food dish. The voiceover states: “But taste our new Cappelletti pasta, with Chicken, Semi-dried tomato and Italian herb, and you’ll agree the effort was worth it.” As the view cuts back to the van, now being driven along a street with thumping sounds emanating from the chefs inside, the voiceover concludes: “The New Latina Cappelletti Collection. Inspired by the finest restaurants.” The advertisement closes on a pack shot of the product and a caption reading: ‘Inspired by the finest restaurants.’

THE COMPLAINT

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

“I was distressed at the portrayal of two people being abducted...I think it is unacceptable to portray this horrific and terrifying crime as an acceptable method of getting what you want.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted a detailed response from the advertiser, including a submission that ‘the TVC presents what clearly is a humorous, tongue-in-cheek and larger-than-life portrayal of the lengths that Latina would go to in order to secure the best pasta recipes for its consumers’ and that ‘The creative execution relies on the commonly used creative device of ‘visual exaggeration’...’

In the opinion of the Board, the use of the visual exaggeration device would be obvious to the majority of people exposed to this advertisement.

It determined that the depiction did not constitute violence as represented in the Code, and that the material did not otherwise contravene the Code.

Accordingly, the complaint was dismissed.