



CASE REPORT

1. Complaint reference number	251/00
2. Advertiser	Clarkes Pies
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a utility being driven on a country road. It stops at a store, a young man alights, walks into the store and says, 'I'll have a Clarkes pie, thanks, mate.' The storekeeper responds, 'I'm out of Clarkes. Got some others, though.' The young man replies, 'No, mate', and, as he leaves the store, 'They taste like (mouths 'shit'). He drives away. A (Clarkes) pie is shown on-screen with the text and voiceover: 'Ask for Clarkes'. The storekeeper is shown sniffing (the pies in) the store's oven trays.

THE COMPLAINT

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

'My family and I find this commercial highly offensive, both aesthetically and in terms of the gratuitous, albeit almost implied, use of the word "shit", especially in the promotion of pies!'

THE DETERMINATION

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

The Board determined that the material within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.