



CASE REPORT

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| 1. Complaint reference number | 26/05 |
| 2. Advertiser | Sakata Rice Snacks Australia Pty Ltd (Samurai) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Race – section 2.1 |
| 6. Date of determination | Tuesday, 8 March 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a Japanese exchange student demonstrating the use of a samurai sword at the request of an Australian family.

THE COMPLAINT

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

"I find the ad offensive for its hackneyed, stereotyped portrayal of Asian people."

"The family includes an elderly man, who appears to be about the age of a WW1 veteran. Given the severe trauma suffered by many people that age, and the negative connotations of the Samurai sword, I consider the ad could quite possibly cause considerable anguish to these elderly people."

"I am so upset that this ad could ever be allowed to air anywhere in the world considering that the favorite form of murder for the Japanese during the 2nd world war was to behead the so called enemy in this most horrific way! Watching this ad, I'm sure that the men and women that were involved in that war are having to experience the horror that they have spent most of their lives trying to forget and are now too feeble to complain."

THE ADVERTISER'S RESPONSE

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

"The advertisement plays to and exaggerates the familiar experience for many Australian families of hosting a Japanese exchange student – and the awkward moments and misunderstandings that can occur. There is absolutely no suggestion of malicious intent between the characters in the TVC or in the actions depicted. In summary, we do not believe the complaints are at all representative of the prevailing community view."

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted that the advertisement did not involve a literal demonstration of the use of a Samurai sword and was exaggerated in a comical way.

The Board was of the view that in the context of prevailing community standards, the majority of people would find the advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (race).

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