



CASE REPORT

1. Complaint reference number	267/00
2. Advertiser	Dairy Farmers Ltd (Coon Light & Tasty)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a man and a woman seated on a lounge watching television and eating toasted sandwiches. ‘Ah, sensational. Coon’, says the man, to which the woman adds, ‘Light’. The man continues, ‘Love it. Now this is exactly what I was hanging out for - Toasted Coon.’ This time the woman says ‘Light’ more emphatically. ‘Boy’, says the man, ‘nothing tastes like Coon.’ ‘Light?’ asks the woman. ‘What? Yeah, yeah, all right, all right’, is the man’s rejoinder as he leans behind the lounge and turns off a lamp. ‘Idiot’, says the woman with a laugh. The advertisement concludes with shots of the product and a female voiceover: ‘Coon Light and Tasty. 25% less fat. 100% Coon taste.’

THE COMPLAINT

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

‘It is the very last comment that the female makes that I find offensive when she calls the male “idiot”. I consider that the test of whether any advert is sexist or not is whether it passes the role reversal test. I feel that this particular advertisement does not.’

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 portrayal of the man within the advertisement did not constitute discrimination or vilification and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.