



CASE REPORT

1. Complaint reference number	269/04
2. Advertiser	Kraft Foods Ltd
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Other - Social values
6. Date of determination	Tuesday, 12 October 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a young girl in her backyard watching her mother inside prepare Nachos with Kraft Cheese Spread. When it is finished she runs inside and tells her mum the dog has taken the washing and then locks herself inside after her mother leaves so she can eat all the Nachos for herself. Her mother had the keys and gets back inside. The tagline is “Kraft Cheese Spread. Any excuse will do.”

THE COMPLAINT

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

“These advertisements convey the message that it is clever to lie. I am concerned that these images are most inappropriate especially during children’s viewing time.”

THE ADVERTISER’S RESPONSE

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

“Kraft Foods is extremely mindful of the requirements of the AANA Advertiser Code of Ethics and the AANA Code of Advertising to Children. In our view, no aspect of the Commercial is inconsistent with the Codes. In particular, the Commercial does not undermine the authority, responsibility or judgment of parents. On the contrary, it reinforces them.”

“The Commercial is light-hearted and amusing.”

THE DETERMINATION

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

The Board formed the view that in the context of prevailing community standards, the majority of people would find this 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 (social values).

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