



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 283/01 |
| 2. Advertiser | Ricegrowers' Co-operative Ltd Inc NSW (Sunrice Flavoured Rices) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Wednesday, 11 December 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a boy and girl eating a meal at a dining table. When the girl behaves as if she has been kicked under the table, the boy is sent to his room despite protesting his innocence, allowing the girl to scrape the remainder of his meal onto her plate. The advertisement concludes with an announcer's voice, over graphics of rice packs, saying: 'New from SunRice, delicious flavoured rices.'

THE COMPLAINT

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

'We all know how influential TV images are for children, and this ad is positively amoral in that it advocated telling lies and getting someone else into trouble for personal gain.'

'Women and girls are portrayed as manipulative and scheming by this advertisement, men are victims without recourse to a fair hearing, and the message is that it works, and it's funny to boot.'

'I am very angry because the advert portrays lying, poor parenting and stealing as the way to get your own way.'

'It doesn't set a good example to children watching this, as they are very impressionable.'

'This advert shows blatant lying and deceit which we as parents try to teach our children is wrong.'

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 noted that the portrayal in this advertisement could concern many parents but considered that, in context, it was humorous.

The Board determined that the advertisement did not breach the Code in relation to discrimination and/or vilification, and that it did not contravene the Code's provisions relating to health and safety.

As the advertisement did not contravene the Code on any other grounds, the complaint was dismissed.