



CASE REPORT

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| 1. Complaint reference number | 285/06 |
| 2. Advertiser | H J Heinz Co Australia Ltd (Big 'n' Chunky Soup) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 8 August 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement portrays a young woman eating soup and watching TV when her boyfriend arrives home. As he enters the room we see she is now lying comfortably on the sofa looking innocent. He smells the aroma of soup and asks “You’ve been eating my soup again?” She fails to answer but instead snuggles up to him on the sofa. The boyfriend kisses her then realises the taste of soup is on her lips and insists “You have”. The girl responds in a very deep masculine voice “As if” and wipes the back of her hand under her nose as she sniffs. A male voiceover advises “Heinz Big ‘n’ Chunky – it’ll make a man of you”.

THE COMPLAINT

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

For many the scenario in this ad could be seen as a precursor to spousal abuse.

I don’t recall seeing such sexist attitudes in TV commercials as I was growing up.

As well as being insulting to all women, I believe the attitudes portrayed in this commercial are actually damaging to impressionable young people as it sets in their mind that the scenario is normal...such a negative and chauvinistic scenario...

THE ADVERTISER’S RESPONSE

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

The primary message is that Soup will make a satisfying meal for men who may otherwise not consider soup to be a complete meal option...the ad depicts a scenario where the female takes on male characteristics or traits when she eats Heinz Big ‘n’ Chunky soup.

As the complainant suggests the man in this ad does feel as though the can of soup is his. This type of “possessiveness” is very common behaviour amongst soup consuming households who generally buy a specific brand, flavour or type of soup depending upon each family member’s preferences. In no way do we feel this is chauvinistic, nor, in our experience, does this common behaviour skew towards one gender or another.

In all executions the couple are shown as being close and in this instance even quite loving as the male kisses his partner upon returning home.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”) specifically whether it discriminated against women or encouraged or endorsed domestic violence.

The Board noted the complainant’s concerns. The Board considered that most members of the public would not draw the inference from the advertisement that had been drawn by the complainant. The Board considered that the advertisement was a humorous description of the chunky quality of the soup and was not an endorsement of domestic violence nor was it encouraging women to lie to their partners.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.