



CASE REPORT

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| 1. Complaint reference number | 290/00 |
| 2. Advertiser | Sara Lee Bakery (Aust) Pty Ltd |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 14 September 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a kitchen scene styled in the manner of a cooking programme. A woman is talking to the camera, saying ‘Welcome back. As I was saying, what could be more delicious than fresh vegetable in cheese sauce wrapped in pastry parcels?’ In front of her on the bench are several bowls of vegetables, a number of saucepans and a range of kitchen utensils. A young girl walks through the kitchen and, in a demanding tone of voice, says ‘Mum! Netball practice?’ The woman continues speaking to the camera ‘I’m using broccoli, carrots, mushrooms and potatoes’. The girl returns, slams her hands on the kitchen bench and says ‘I need a lift. Now!’ The woman pauses, says ‘On second thought ...’ then takes a packet of Sara Lee ‘HomeBakes’ from the freezer, places it on the bench and says to girl ‘Come on, let’s go’. In the final scene, the woman and girl are shown eating the product and the woman says to camera ‘Sara Lee. Deliciously simple’.

THE COMPLAINT

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

“I find this advertisement objectionable because it shows the child being rude and disrespectful towards the mother and continually interrupting her. The child’s behaviour is then rewarded by the mother giving in to the demands of the child.”

“This type of advertising sends the message to teenagers that it is all right to be rude, discourteous and demanding of their elders.”

“...demeaning, because it implies this mother is unable (or not permitted) to make her own decisions.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisement did not offend prevailing community views and standards, nor did the portrayal of the mother constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.

The Board noted, in passing, that although the Board determined that the original advertisement did not breach the Code, the advertiser had voluntarily amended the advertisement in order to address the matters that had been raised by the complainant/s.