



CASE REPORT

1. Complaint reference number	290/07
2. Advertiser	Simplot Australia Pty Ltd (I & J Battered Fish)
3. Product	Food & Beverages
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 11 September 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a young man (Ian) in his lounge room watching television. Behind him, his girlfriend (Jane) walks out of the kitchen and crosses the screen behind the couch then returns with a cricket bat over her shoulder. Ian suddenly hears from the kitchen a very loud Bang! Bang! Bang! Bang! The scene shows us that in the kitchen, Jane is swinging a cricket bat and thwacking it down onto the kitchen bench. Ian calls out “What are you doing Janie(?)?” Jane turns around, cricket bat over her shoulder, to reveal that there is a flattened piece of white fish fillet on the face of the bat and she replies “Just battering the fish”. A voiceover announces “Why bother battering fish yourself when I&J have already done it for you?” The I&J product is shown as a battered fish fillet pack coming out of the freezer, then the beautifully cooked finished product being served up on a plate. The scene concludes with Ian and Jane eating a meal of battered fish and salad and the sound effects Crunch! Crunch! Crunch! Crunch!

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The ad is demeaning to women that they or anyone would think a young woman would think that 'battered' in a recipe for fish would mean hitting it with a bat rather coating it with a flour mixture. Women are a lot smarter than that and don't deserve to be treated as objects of stupidity!

THE ADVERTISER'S RESPONSE

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

The advertisement is a light hearted play on the word "battered" and produced in line with the "sister" Flame Grill advertisement which reverses the roles. The advertisement was in no way intended to demean women who are by and large our target audience for the purchase of the product. It is designed to draw attention to the fish being fully prepared for cooking by the application of batter in its finished form.

The advertisement has been given a "G:" rating by free TV.

THE DETERMINATION

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

The Board noted the complainant's concern that the depiction of the woman hitting the fish with a cricket bat was demeaning to women.

The Board considered that the advertisement was humorous and that the actions of the woman in hitting the fish was a play on the word 'battering'. The Board considered that the advertisement was humorous and not demeaning to or vilifying of women.

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