



CASE REPORT

1. Complaint reference number	296/01
2. Advertiser	Simplot Aust Pty Ltd (Leggo's Bolognese Sauce)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This advertisement features television personality Kerri-Anne Kennerley talking in Italian, extolling the qualities of Leggo's Bolognese Sauce, with English subtitles reading: "It's hard to be entertaining in the kitchen night after night. But not with this authentic Leggo's Bolognese Sauce. They don't just shove it in the jar. They simmer it slowly to bring out the rich Italian flavour. Leggo's. If you squint, it almost says Logies." The advertisement concludes with a picture of four jars of Leggo's product and a caption reading: "Leggo's Pasta Sauces. Autentico."

THE COMPLAINT

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

'I object to my lounge room being subjected to the false Italian accent by this woman and the advertisement. Before, I could choose not to tune into any program featuring this woman, now I never know when she is going to 'pop up.' English is this nation's language and I find this advertisement offensive.'

THE DETERMINATION

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

The Board determined that the advertisement did not constitute discrimination and/or vilification under the Code.

It further determined that the material did not breach any provision of the Code and, accordingly, the complaint was dismissed.