



CASE REPORT

1. Complaint reference number	301/03
2. Advertiser	Inghams Enterprises Australia Ltd
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 October 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television commercial opens with two young children, a boy and a girl sitting on a sofa. The camera pans back showing a mother sitting on a chair opposite the sofa. The mother, who is presumably the mother of the girl offers the children some food. As the mother gets up to leave, the young boy places his arm around the girl. The camera then shows the mother placing a tray of chicken nuggets in the oven, before cutting back to the two young children on the sofa. The children are shown to be leaning towards each other about to kiss. Just as they are about to kiss the mother re-enters the room with the plate of food. The children begin to eat the food, upset they had been interrupted. The advertisement closes with the Ingham logo on a red background.

THE COMPLAINT

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

“...The part I found very offensive was the age of the girl and boy which I put at between 9 to 11 years of age. It is the age of the children that has upset me. I did not feel that it was appropriate behaviour for a television ad”.

“...I think it is appalling to show children about to make out. Children need to be innocent as long as possible. This ad shows that it is okay to be intimate and sexual at a young age and it is not”.

“...I find this sexualisation of pre-pubescent children highly inappropriate. The body language of the two children is quite lascivious in imitation of older teenagers or adults. ...one can only wonder whether Ingham are trying to sell chicken to paedophiles with this creepy ad”.

THE ADVERTISER’S RESPONSE

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

“We contend that in no way does this television commercial breach this Code and offer the following explanation. The mother is well aware of what is going on at all times and subtly acts to control the situation. There is no suggestion that anything more than an innocent kiss will take place. There is nothing in the commercial to suggest or encourage young people to engage in any kind of sexual activity....There is very little activity in the key teen post- school time of 3-5.30pm. The only spots that appear in this time zone are during the Channel Ten news.”

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 determined that the material did not contravene the Code in relation to the portrayal of sex,

sexuality and/or nudity, nor on any other grounds. In making its determination, the Board noted that the children depicted were very young, but that it was not uncommon for children of that age group to kiss each other.

Accordingly, the complaint was dismissed.