



## **CASE REPORT**

1. Complaint reference number	309/03
2. Advertiser	The Wrigley Company Pty Ltd
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Religion – section 2.1
6. Date of determination	Tuesday, 14 October 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement reviewed by the Board opens with a visual of an Indian woman standing in traditional Indian clothing out the front of a stone building by the side of a dirt road. An Indian gentleman driving a white van stops by the woman. The woman gets into the car and then whistles back towards the building. Several women and young girls swamp the van. As many women as possible are crammed into the van. The man then reaches into his pocket and removes a packet of Wrigley's Eclipse Chewing Gum. A voiceover then says, "New Improved Eclipse Gum perfect for fresh breath confidence in a tight situation." He then offers chewing gum to the other women in the van. The advertisement closes with a visual of all the women in the van chewing gum and then a picture of the chewing gum package.

## **THE COMPLAINT**

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

*"...showing and presenting bad image for Hindu women. It is something which is neither tolerable nor acceptable."*

## **THE ADVERTISER'S RESPONSE**

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

*"Since its production the commercial has also been shared with our colleagues at Wrigley India. They responded so positively to the commercial that they are now interested in running it in India. This I believe shows a true and positive inflection of the commercial and in turn the way the characters are portrayed."*

*"We took steps to ensure that our advertising would be interpreted by all sections of the community as light hearted and fun and did not present any inappropriate religious or cultural portrayals..." [the advertisers consulted Cultural Partners]*

## **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 considered that the intended humour of the advertisement would be recognised by the majority of people exposed to it. The emphasis of the advertisement is on the sudden crowding of the van, and the relief the chewing gum provides rather than any negative portrayal of women. The Board did not find the advertisement to be demeaning or derogatory toward any group of people and determined that the content did not contravene any provision of the Code relating to discrimination or

vilification on the basis of religion or otherwise nor any other provision of the Code.

Accordingly the complaint was dismissed.