



CASE REPORT

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| 1. Complaint reference number | 31/02 |
| 2. Advertiser | Subway Sandwiches & Salads |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 9 April 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a café scene, where a male patron is addressing the camera while being served coffee, saying: “These days everything is being called fresh...fresh brewed coffee...how do you know when it was brewed?” The scene changes to a supermarket, where the same presenter says: “Hey look, fresh picked corn.” Addressing two young male employees of the supermarket, he asks one: “Did you pick this?” and the other: “How about you Farmer Brown?” After both shake their heads, they follow the presenter as he addresses the camera again, saying: “You want fresh meat, try the new Subway Selects, right Cathy?” Answering from the Subway Selects section of the supermarket, ‘Cathy’ shows one of four new filled bread rolls. The commercial concludes with a music sting and superimposed graphic reading ‘Subway Eat Fresh’ while the supermarket’s two male assistants are shown enthusiastically sharing a Subway Selects meal with the presenter, who says: “See, fresh meat does taste better.”

THE COMPLAINT

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

“I would hope that the vilification of those in seemingly unworthwhile occupations has no place in Australian society and feel that the broader community would find this undesirable in a television commercial.”

THE DETERMINATION

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

Noting intended humour in the advertisement, the Board determined that it did not constitute discrimination and/or vilification as represented in the Code, and that the material did not otherwise contravene any aspect of the Code.

Accordingly, the complaint was dismissed.