



CASE REPORT

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| 1. Complaint reference number | 332/04 |
| 2. Advertiser | Inghams Enterprises Pty Ltd (Chicken Breast Fillets) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Social values |
| 6. Date of determination | Tuesday, 7 December 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a female hurriedly preparing an Inghams Chicken meal as her male partner arrives home after 9.30pm. As he walks in the door she scrapes the meal into the bin and tells her husband his dinner had gone cold and that it was a shame, as it was his favourite. The male is disappointed seeing his favourite dinner being disposed of. The tagline is “Inghams. Chicken meals in the nick of time”.

THE COMPLAINT

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

“... the Inghams advertisement for “chicken breast fillets” depicts an annoyed wife tipping a perfectly freshly cooked meal into the rubbish bin. Many people living below the poverty line would appreciate a meal like that, and I believe the advertisement is indecent and immoral. What values are these advertisements teaching young people? It is telling them that these things are ok. I hope that future Inghams advertisements are a step up from these two.”

THE ADVERTISER’S RESPONSE

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

“... The wife is well aware of the importance of providing a healthy balanced meal for her husband, but is annoyed at being taken for granted by his coming home late. She therefore leverages this tasty meal, to reinforce the positive qualities of respect within the family unit.”

“Whilst an important social value is being conveyed, the intentional tone of the communication is humorous and non-confrontational.”

THE DETERMINATION

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

The Board was of the view that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (social values).

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.