



CASE REPORT

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| 1. Complaint reference number | 334/03 |
| 2. Advertiser | Goodman Fielder Baking Australia (Wonderwhite) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 14 October 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement is wholly animated and involves a depiction of a family consisting of two parents, a son and a daughter depicted as skeletons rather than flesh covered bodies. The scene opens to the daughter looking into a fish bowl where the fish also only consists of a skeleton. The young boy approaches the mother who is making a sandwich on the counter using Wonderwhite bread “What’s that?” The mother replies “Its bread with calcium”. The young boy asks his mother “Did you have bread with calcium when you were younger?” The camera then cuts to the father being attacked by the family dog and his lower half skeletal leg bone being taken by the dog and the mother answers “No”. A voice over then states “With all the goodness of calcium. For healthy teeth and bones, it’s wonderful Wonderwhite”. The scene then cuts to the dog and the son out in the back yard and the dog digging a hole to bury the father’s leg bone while the son yells out “He’s burying it again dad”.

THE COMPLAINT

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

“I find this ad in poor taste and it is offensive to those who have lost family members.”

“The ad typically portrays fathers as being stupid and incapable in that the dog will only attack him and the ad is typically denigrating towards males and fathers”.

THE ADVERTISER’S RESPONSE

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

“Throughout the creative development phase we undertook two in-depth pieces of exploratory research with our target market... in terms of the scenes where the father’s leg is taken and buried by the dog this is viewed as both highly amusing and positively reinforcing the calcium benefit”.

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 considered that the advertiser had used a creative means to reinforce the message of the advertisement, namely that calcium is essential for healthy bones. The Board considered further that the intended humour of the advertisement would be recognised by the majority of people exposed to it. The Board did not find the advertisement to be demeaning or derogatory toward any group of people and therefore found that the content did not contravene the discrimination or violence provisions of the Code nor any other provision of the Code.

Accordingly the complaint was dismissed.