



CASE REPORT

1. Complaint reference number	337/05
2. Advertiser	Inghams Enterprises Ltd
3. Product	Food & Beverages
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 13 December 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows teenage boys in a team dressing room donning uniforms for a rugby match. One boy's jersey is pink and his teammates laugh at him. As the team runs onto the field, the parents snigger at the boy in the pink jersey as it becomes apparent that it has also shrunk to the size of a crop-top. The boy blushes and his mum holds her head in her hands in embarrassment. That evening at dinner, the mother serves Inghams Selections saying: "*I cooked your favourite, Rob*". The father finishes his dinner and we see that his business shirt is also pink as he says: "*You've got a great Mum, Rob*". The superscript reads: "*Inghams Selections. Makes any Mum a great Mum*". The various flavours in the Selections range are then shown.

THE COMPLAINT

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

"This is an outrageously sexist campaign... Why is it only the mothers' doing the cooking and washing? Ingham are suggesting that the role of a mother is to cook and wash, and worse still, that if a mother is not good at cooking or washing, that she is a bad (or technically, not a great) Mum."

THE ADVERTISER'S RESPONSE

"modern life for Mums can be a difficult juggling act of family, job, children and home... Mums feel a lot of pressure to be 'Super Mums' and always get everything right."

"Ingham is sympathetic to this reality... research has told us that Mums like to be seen as heroes to their families. This is the sentiment we are tapping into with 'Ingham makes any Mum a great Mum'."

"a significant amount of Mums do continue to be the main home carers and meal providers... we don't believe the image discriminates against or vilifies any female..."

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 was of the opinion that this advertisement did not breach Section 2 of the Advertiser Code of Ethics on the grounds of discriminatory portrayal of females.

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