



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 339/08  |
| 2. Advertiser                 | ILVE  |
| 3. Product                    | Housegoods/services                                   |
| 4. Type of advertisement      | Radio   |
| 5. Nature of complaint        | Violence Other – section 2.2<br>Other - Social values |
| 6. Date of determination      | Tuesday, 16 September 2008                            |
| 7. DETERMINATION              | Upheld – discontinued or modified                     |

## **DESCRIPTION OF THE ADVERTISEMENT**

This radio advertisement has background noises of a busy kitchen and a female Gordon Ramsay-style chef shouting orders to her staff regarding the meal they are preparing. After berating them, with expletives beeped out, a child's voice is heard to say "Sorry Mum." A voice over announces "ILVE ovens and cooktops. Hand made in Italy, for passionate home chefs."

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*The other 'chefs' being verbally abused are actually children, at the end of the ad a voice which sounds like maybe a 3 year girl apologies to mummy. I find it appalling that an ad would present verbal abuse of children as acceptable behaviour. I also do not consider the implied swearing to be appropriate to these time slots. Even though the expletives are beeped out, it was obvious to my 8 year old that the woman was swearing, even if he did not understand it. It is not unknown for children to be in a car at these times - on Monday evening I had 3 young children in the car to hear this ad several times.*

## **THE ADVERTISER'S RESPONSE**

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

*We wish to apologise for any unintended offence caused however argue that in no way does the ad "present verbal abuse of children as acceptable behaviour". As the complaint correctly points out, the ad is a tongue-in-cheek take on the very popular Gordon Ramsey cooking shows where Mr. Ramsey's swearing (uncensored) manifests itself as a reality of his passionate approach to cooking (exactly what the ILVE brand represents – passionate home chefs). In this ILVE radio ad the head chef swearing (fully censored) is aimed at her cooking – the duck, the shitake mushrooms – as she attempts to rally her team of cooks. The idea that the head chef is a mother is a funny and sweet reveal. The ad attempts to capitalise on the popularity of Gordon Ramsey to make its point clear – that ILVE ovens and cooktops are perfect for passionate home chefs and give the realisation that when using these appliances you become a real cooking enthusiast.*

*The agency (Gorilla) and client (Eurolinx) believe that the majority of Australian consumers would understand and appreciate the inherent humour of the script and not misread "abuse" as implied or un-implied message. The script is one of a series of three that are running as part of the same campaign and all demonstrate the same integrity of message.*

## **THE DETERMINATION**

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

The Board considered the concerns expressed by the complainant(s) that the advertisement presented verbal abuse of children as acceptable behaviour. The Board did not accept the advertiser's contention that the mother's implied swearing was directed towards the cooking rather than towards the children/team of cooks, particularly given that a child is heard apologising to the mother at the end.

The Board agreed that the bleeping out of the swear-words suggestive of a Gordon Ramsay style head chef was comical in tone. However, despite the popular culture take-off, the advertisement presented a mother speaking to her children in an aggressive manner with suggested coarse language and the Board considered this was not consistent with prevailing community standards. The Board considered that the portrayal could suggest this was an acceptable way to talk to children and the child's response at the end indicated the child understood the verbal abuse was directed to him.

The Board also noted that there was implied violence in the tone of the mother directed towards children and the child's response at the end suggested it was affected by it.

The Board considered the portrayal in the advertisement had the potential to impact the mental health of children hearing the advertisement. The Board also noted that the behaviour portrayed in the advertisement was of a kind known to have adverse health effects in the community and that a child habitually spoken to in that fashion could be damaged.

Finding that the advertisement breached Section 2.6 of the Code, the Board upheld the complaint.

#### **ADVERTISER'S RESPONSE TO DETERMINATION**

Comments which the advertiser made in response to the determination regarding this advertisement included the following:

*This email is to notify you that the radio advertisement for ILVE cooking appliances has been taken off radio stations.*