



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 345/03 |
| 2. Advertiser | Cantarella Bros Pty Ltd (Vittoria Coffee) |
| 3. Product | Food |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 14 October 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a photograph of five Italian women all dressed in white clothes with big black boots on. The clothes are obviously the uniform worn by factory workers. At the top of the advertisement the following text appears "Italians brought strong family values. Great work ethic. Known for their fashion sense." The text appears in large bold font and in capital letters. The text is in black and appears against a white background. Below the photographic image appears the Vittoria coffee logo, a picture of a cup of coffee and a picture of the Vittoria coffee packaging. Below those images appears the following text, "Proud of our Italian heritage". The text appears in bold black font on a white background and in capital letters.

THE COMPLAINT

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

"... "Known for their fashion sense" this is the supposed joke. It is directed towards women...the women are pictured outside a factory in their work clothes. ...The Australian Human Rights and Equal Opportunity Commission released advice in regard to the media stating that there "should be reduction of negative stereotypes"...upon looking at the ad one can see that the joke is clearly aimed at women. These women are someone's mother, grandmother, sister. How can they poke fun at women in such a fashion. ... Vittoria Coffee has perpetuated this myth and negatively stereotyped the women by making a joke of them. ...The ad insinuates that migrant women are still working in factories along with having them portrayed in a comical manner."

THE ADVERTISER'S RESPONSE

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

"... We totally refute that the advertisement portrays people in a way that discriminates against or vilifies people or sections of the community on account of race, ethnicity, nationality, sex or age when read in its entirety. ... "Proud of our Italian Heritage" says it all."

"...The objective of the advertisement is a celebration and a tribute to the hardworking male and female immigrants including our company founders and the contribution they made to Australia. ... We have received compliments and a comment that the picture went very well with the heading, from the families of the women in the photograph. ...To offend or vilify Italian migrant women would be to offend our parents, our ethnic staff, parents-in-law and their descendants and our company heritage. ...The person complaining is taking himself too seriously."

THE DETERMINATION

The Advertising Standards Board (the "Board") considered whether this advertisement breaches

Section 2 of the AANA Advertiser Code of Ethics (the “Code”).

The Board agreed with the Advertiser’s comments. The Board considered that the advertisement was not demeaning or derogatory toward any group of people and therefore found that the content did not contravene any provision of the Code relating to discrimination or vilification on any ground nor any other provision of the Code.

Accordingly the complaint was dismissed.