



CASE REPORT

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| 1. Complaint reference number | 347/00 |
| 2. Advertiser | Berri Ltd (Berri Plus) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 December 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a man inside a house watching a boy in the garden mowing a lawn. The boy drinks a glass of the product and continues to mow, forming in the lawn the letters, ‘S, H and I’ and a horizontal line. The boy is shown holding a glass (of Berri Plus) and text is superimposed, ‘The goodness is in the glass’. The advertisement concludes with a shot of the bottled product, a glass containing it and a voiceover, ‘Berri Plus, with Vitamins A, C and E’.

THE COMPLAINT

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

‘I object to this ad on a number of levels firstly that a child that young should be carving a word that is offensive to many families, and secondly that the child is operating a mower at all. It is clear that he is not in control of the mower as he is too small.’

‘I personally find the word offensive and particularly so when promoted on television at the hands of a juvenile (or anyone for that matter).’

‘This is in very poor taste, totally unnecessary and sends out a bad message to children.’

‘My daughter, a teacher says teachers as a whole struggle with the problem of foul language in the school ground and yet is promoted by this type of advertisement as normal and clever.’

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 was of the view that the depiction of the boy operating the mower did not contravene prevailing community standards of health and safety; neither was the implied language used within the advertisement in contravention of those standards. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.