



CASE REPORT

1. Complaint reference number	351/00
2. Advertiser	Berri Ltd (Berri Plus)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 12 December 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays an elderly woman, seated in a lounge, attempting to tie the laces of her shoes. A young boy is shown holding a glass of the product. He goes to the woman and ties the laces for her. She cups his chin affectionately and says, 'You're a lovely grandson'. They hug. The woman's shoes are shown with the laces tied together, and the boy is shown again holding a glass (of Berri Plus) with superimposed text, '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 find this advertisement particularly offensive as it appears to condone a most dangerous trick being played on an elderly person.'

'This cannot be viewed with humour – it is completely tasteless – and to show it during a peak viewing time for CHILDREN is to lose sight of responsible programing (sic).'

'What sort of message are we giving to children with a content such as that? What about the consequences of such a stupid action on an elderly person?'

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 behaviour of the boy within the advertisement was clearly intended as a humorous, mischievous portrayal which did not constitute discrimination or vilification of the elderly. The Board also felt that the scenario did not depict material in contravention of prevailing community standards on health and safety. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.