



## **CASE REPORT**

1. Complaint reference number	357/07
2. Advertiser	General Mills Australia (Betty Crocker Warm Delights)
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 November 2007
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a young woman in her twenties who is chatting on the phone to a girlfriend, whilst she prepares a new Betty Crocker Warm Delights cake in her kitchen. As she mixes the cake and places it in the microwave, she is relating a tale of a recent date "Yeah - it was good. You know - he was tall and he was kind of handsome. Yes, he had a cute bum. But I hate guys that are too cool. It was just that he was good-looking, but he knew it. I just want to find someone normal..." and is surprised as the microwave goes Ping! and a full-sized man suddenly pops out of the microwave door in nothing but underwear. She drops the phone in astonishment. He is her ideal man - athletic not muscle bound, dark and tall, modestly trying to cover up his athletic body with the bowl. She is thrilled at the fact he's perfect as he hands her the cake. A female voiceover announces "If only everything you wanted took around a minute." As the woman tastes the cake the man, slightly embarrassed says "Hi..." and the voiceover concludes "New Warm Delights Cakes and Brownies from Betty Crocker. Find them in the baking aisle." The words "New Warm Delights. Everything you want in about a minute" appear on screen.

## **THE COMPLAINT**

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

*...the young woman says "I know he's got a cute bum...". I claim sexual discrimination.*

## **THE ADVERTISER'S RESPONSE**

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

*We do not believe the TVC is offensive or would be considered offensive by the general public.*

*The word "bum" is only a minor part of the conversation featured in the TVC, and the reference is made in the context of a humorous and light hearted television commercial. The TVC does not focus on "bums", does not show any person's bottom, and nor is it sexually explicit or indecent.*

## **THE DETERMINATION**

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

The Board noted the complainant's concern that the woman's reference to a guy having a cute bum is sexist. The Board considered that the advertisement focused on a woman discussing her relationships with a friend and that the description of a guy (not represented in the advertisement) as having a 'cute bum' was consistent with common usage in Australia and did not amount to discrimination or

vilification of men.

The Board also noted that a naked man is created from the woman's cooking - popping out of the microwave. The Board considered that the suggestion of the man's nudity and the depiction of him naked from the waist up was humorous and not inappropriately sexual or inappropriate nudity.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.