



## **CASE REPORT**

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| 1. Complaint reference number | 364/00   |
| 2. Advertiser                 | Simplot Aust Pty Ltd (Leggo's Italian Cooking Sauces - Chicken Cacciatore) |
| 3. Product                    | Food   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1                         |
| 6. Date of determination      | Tuesday, 13 February 2001  |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement portrays, in a kitchen, a former Labor Prime Minister of Australia, Gough Whitlam, with superimposed text, 'Gough Whitlam talks Leggo's'. Wearing suit trousers, shirt and tie and speaking to camera, he says in Italian (English sub-titles), '(Clears his throat) Fellow Australians. Dinner need not mean labour in your kitchen. Not with Leggo's revolutionary Italian Cooking Sauces. This one is Chicken Cacciatore.' He holds up a bottle of the product and the camera moves to the meal being prepared on a stove. He continues, 'Brown some chicken, pour in the sauce, and cover. 12 minutes later, (Whitlam to camera) it's time.' He concludes, to a shot of the meal and as he is shown seated at a dining table, 'Fit for a queen, or a president.' To the opening bars of the Verdi aria, 'La Donna e Mobile', the advertisement concludes with a shot of bottles of the products, the advertiser's logo and text, 'autentico'.

## **THE COMPLAINT**

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

*'The ..... commercial ..... is an insult to Italians .....*

## **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 determined that the material within the advertisement did not constitute discrimination or vilification and that the advertisement did not breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.