



CASE REPORT

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| 1. Complaint reference number | 377/06 |
| 2. Advertiser | H J Heinz Co Australia Ltd (The Big Eat) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 October 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a man out in the country standing in front of a huge screen on which are displayed various Australian “Big” icons as they are mentioned. He narrates “This is a big country, and we like big things...(Ayers Rock). We like big fish (The Big Murray Cod), and big crustaceans (The Big Prawn), big poultry (The Big Chook) and even bigger sheep (The Big Merino). Because here, size does matter...our mozzies are big (The Big Mosquito). And so are our taps (The Big Tap)... We have big feet (The Big Gumboot) and exceptionally big tools (The Big Mower)”. Scale models are shown as he continues “We buy the snow domes. We wear the T-shirts. We give Mum the tea towels. Because we love our big historic icons (Ned Kelly). We love our big unplayable instruments (The Big Guitar) and our big endangered species (The Big Cassowary). And if we get up one morning and say “That’s a big thing, but it’s not big enough... We build a second (First Big Cow) and then a third (Second Big Cow). Until we have the biggest one of those on earth! (Third Big Cow). And soon we will immortalise The Big Bogan (still image of woman), The Big Plumber’s Crack (a man bending over, seen from the rear with his backside coming out of his trousers), and the Big Budgie Smugglers (man’s pelvic region shown wearing red and white striped briefs)... Because we like BIG”. Cans of Heinz Big Eat meals are then shown as the narrator concludes “And because we like big, we have Heinz Big Eat... a giant of a meal in a can. So eat big Australia .”

THE COMPLAINT

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

Where I feel it becomes plain indecent is when the ad starts to bring in a man’s sexual organs and his backside. This ad clearly sexually exploits a mans private parts. I find the ad disgusting.

THE ADVERTISER’S RESPONSE

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

The intention of the advertisement is to reinforce the message that Heinz Big Eat is akin to other big Australian icons through humour and hyperbole, as typified by the examples shown.

The depiction of large men’s bathers and a man’s posterior are simply intended to be exaggerated colloquial examples of more absurd large icons.

We do not believe the advertisement sexually exploits a man’s private parts...at best, there is a vague reference to nudity.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered whether the advertisement contravened section 2.3 of the Code dealing with sex, sexuality and nudity.

The Board noted the complainant’s comments that the ad is ‘indecent’ and ‘sexually exploits a man’s private parts’.

The Board viewed the ad and considered that parts of the advertisement contained allusions to large male genitalia as well as visuals of and verbal references to ‘plumber’s crack’ and ‘budgie smugglers’ (brief male swimwear). The Board agreed that some members of the community might find the advertisement tasteless but that the images were discrete images within a panorama of images and were not sexually explicit. The Board considered that the advertisements were not inappropriate to the relevant audience.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.