



CASE REPORT

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| 1. Complaint reference number | 390/09 |
| 2. Advertiser | Brownes Foods |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Social values |
| 6. Date of determination | Wednesday, 28 October 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This TVC depicts two male labourers sitting together (at a work site), drinking flavored milk and then burping to a piece of well-known orchestral music. They appear to be burping very loudly to the sound and rhythm of the music. Browne's mocca or iced coffee chill, very very tasteful.

THE COMPLAINT

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

I do not appreciate people carrying on with this crass and offensive behaviour on TV. This sends an EXTREMELY bad message to children ie its ok to burp in public without excusing oneself and act like a crass ill mannered bogan. Parents spend a lot of time trying to teach manners ie cover your mouth when burping then these idiots come on & make light of what is very simply rude piggish and offensive behaviour.

I find the ad very offensive to have men belching and portraying that this is normal and acceptable behaviour.

What messages are we giving to children if we accept this as normal - we are dropping our standards and I find this is not a good thing not for now or for future generations. Please consider removing the ad from all areas of the media.

This advert is extremely distasteful and does nothing to help promote the good manners and etiquette we try to instill in our youngsters.

My 3yr old and 5yr old sons both asked why these men were being so disgusting. I am very disappointed and utterly appalled by this advert.

I would like to lodge a complaint in regards to an ad I saw on channel 7.

The ad shows two men sitting on a work site during "Brownes Choc Chill" after during from the carton each of the men belch repeatedly accompanied by music.

I believe this is in bad taste the men do not cover their mouths to stop the spread of germs and bad smells. This display of bad behaviour undermines the authority of parents and carers who teach their children good common manners. Also it lowers our social values by showing a lack of respect for themselves and other that may be in the close vicinity.

Unfortunately this ad was being showing during prime time Western Australian Telethon Sunday evening, I would think thousands of children would have been watching.

I am sure our Prime Minister Kevin Rudd would disagree with me after his display of social values and bad behaviour. I hope you do not disagree with me.

THE ADVERTISER'S RESPONSE

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

Our Chill 750mL burping ad is targeted at blue collar males 18-25 years of age.

The core flavoured milk Mocha and Iced Coffee drinker is an 18-25 year old blue collared male. This is coincidentally the hardest target market to reach and gain brand loyalty from.

All research shows that to get noticed by these males you need to give them something for free and/or have advertising that they can relate to or find amusing. Beer companies also target the same males and over the years we have seen a huge variety of tongue in cheek advertisements.

Our advertising agency took months to develop the creative around this campaign and we are confident that it will have cut through with our target market.

With all our campaigns we are aiming for maximum cut through to increase our sales. We also know that our advertising will not always be liked by everyone. It is not our intention to disgust or alienate any consumers

The TV campaign will finish Saturday, 17th October 2009.

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 complainants' concerns that the advertisement was distasteful and promoted inappropriate behaviour to children and it was offensive to men and women to depict adults skulling their drinks and then grossly burping out loud to music.

The Board noted the advertiser's response that the advertising campaign ended on 17 October and then the Board viewed the advertisement.

The Board agreed with the complainants' that the advertisement was very distasteful and was not a pleasant or an inspiring way of promoting a product. However, the Board agreed that the depiction of "belching" out loud, although distasteful, would not constitute a breach of any of the provisions of the Codes.

Finding that the advertisement did not breach the Codes on other grounds, the Board dismissed the complaint.