

## CASE REPORT

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| 1. Complaint reference number | 399/99   |
| 2. Advertiser                 | Bayer Australia Ltd (Zapp)                         |
| 3. Product                    | Other  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination      | Tuesday, 7 December 1999                           |
| 7. DETERMINATION              | Dismissed  |

## DESCRIPTION OF THE ADVERTISEMENT

The television advertisement consists of a man speaking to the camera about his experience of de-lousing sheep. He says that he originally commented ‘If Zapp can do that, I’ll eat my hat’ when he first heard the product’s performance claims, but then continues to describe how these claims were achieved in practice. In the final scene, the man is shown pouring tomato sauce over his hat and picking up a knife and fork.

## THE COMPLAINT

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

*“The complaint is about the manner in which rural Australians are urged to buy the products and the unsatisfactory perceptions created ... Concerns are that rural farmers are being portrayed as stubborn, slow witted and lacking in social graces ... a moronic person ... a farmer eats his hat.”*

## THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the portrayal of the man within the advertisement did not constitute discrimination or vilification. The Board did not regard the advertisement as demeaning to rural farmers, but merely a light-hearted play on the words ‘I’ll eat my hat’ in a humorous and clearly fictitious context. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.