



CASE REPORT

1. Complaint reference number	429/06
2. Advertiser	IGA Food Stores
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Other - Social values
6. Date of determination	Tuesday, 14 November 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

In this television advertisement, than IGA store manager is shown in daily interaction with his customers and staff. One scene features a little girl poking out her tongue as the voiceover tells us "He knows Sally hates boys – but loves peanut butter".

THE COMPLAINT

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

...shows a young girl poking her tongue out towards the camera. I think it sends the wrong message to young people that it is OK when in fact ti is very rude.

THE ADVERTISER'S RESPONSE

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

We acknowledge that (the complainant) has taken offence to the action of the little girl poking her tongue out at the camera. At the time of producing this commercial and to this day, we feel that the action by the little girl is typical of children's behaviour in that age group in reaction to "boys" and was certainly not done in the spirit of offending anyone, rather to be considered a "slice of life" moment.

THE DETERMINATION

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

The Board viewed the advertisement and considered the complainant's comments that the advertisement was sending the wrong message to children.

The Board noted that the child in the advertisement poked her tongue out at the store owner. In the context of the advertisement, which was intended to show the tolerance and good humour of the storekeeper, the depiction of the child was unlikely to cause offence to the community in general.

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