



CASE REPORT

1. Complaint reference number	482/06
2. Advertiser	Elco Food (Dodoni Feta)
3. Product	Food & Beverages
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Nationality – section 2.1
6. Date of determination	Tuesday, 12 December 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

There are two print advertisements for Dodoni Feta, which are written in Greek. The English words appearing below the Greek are “There’s really only two words you need to know in this ad, and thankfully they’re in English. Because very soon, only Feta made in northern Greece from sheep and goat’s milk (and not from cow’s milk like so many rubbery imitations) can be called Feta Cheese. Which means all you can read is all you need to know to enjoy authentic Greek Feta”; and “In plain English, all you need to know is that authentic Greek feta is made only from the best sheep and goat’s milk, farmed from livestock that graze on the fields of the Dodoni region. So for real feta, and not imitations made from cow’s milk, do as the Greeks do and choose Dodoni feta.”

THE COMPLAINT

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

The campaign is chauvinistic against non Greek people because the Greek text contains jokes against people who belong to other cultures apart from the Greek one.

THE ADVERTISER’S RESPONSE

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

Firstly, the Ad that appeared in today’s The Age was exactly the same as the one which appeared on 31/10/06. This is the same ad the same person complained about then.

Secondly, a very similar ad appeared on Sunday 05/11/06 in The Age M Magazine and on Thursday in The Age EGN on 09/11/06. These are attached.

*To assist you, the translations read: **You would think that since Greeks introduced Philosophy, Mythology and the Legal System, we wouldn’t have to explain to non Greeks why our feta is superior. And Our Sincere Apologies that we must explain the superior quality of Dodoni feta to Non Greeks. Please excuse their ignorance and forgive them for not being Greek.***

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 ridiculing an ethnic group, ie: the non-Greek speaking community. The Board considered whether the advertisement breached section 2.1 of the code dealing with vilification and

discrimination against ethnicity.

The Board considered the fact that the Greek language featured in the advertisement was paying a compliment to the Greek nationality. The Board accepted the advertiser's translation of the Greek language components of the advertisement and considered that the wording of the advertisement was not offensive. It also agreed that pointing out that a foreign language cannot be understood does not amount to the vilification of that ethnicity. The Board also recognised the humorous intent of the advertisement.

The Board determined that the advertisement did not vilify or discriminate against the non-Greek speaking community and hence did not breach section 2.1 of the Code.

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