

CASE REPORT

1. Complaint reference number	50/04
2. Advertiser	Coles (Meal Ideas - "hands free")
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 13 April 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts TV personality, Lisa McCune, being telephoned by a friend in her car reminding her about a dinner planned that evening. Lisa McCune mouths the word “Shit”. She then goes to a Coles supermarket and buys the ingredients for the meal using a Coles quick and easy meal solution leaflet.

THE COMPLAINT

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

“The ad is one of series featuring Lisa McCune. In it, she is in a car talking on the phone. At one point she appears to mouth the word ‘shit’ which I find unnecessary and offensive.”

THE ADVERTISER’S RESPONSE

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

“We view the reaction which is portrayed, as light-hearted and inoffensive. We do not consider that it is in any way inappropriate to the circumstances. The intent of the advertisement is to highlight the ease and speed with which a meal can be prepared using “Coles Meals Ideas” process.”

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 that in the context of prevailing community standards, the majority of people would not be offended.

The Board found that the depiction did not contravene the provisions of the Code relating to language.

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