



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 51/04 |
| 2. Advertiser | Inghams Enterprises Pty Ltd |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Advertising to Children Code – Other – section 2.4 |
| 6. Date of determination | Tuesday, 13 April 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a couple attending an adoption clinic and expressing their decision to give their children up for adoption. The children are then revealed sitting on a couch outside the office and it is apparent that they are actually young adults. The adult couple is then depicted at home eating their Inghams chicken dinner and the tagline is “They taste so good, you’ll want to keep them for yourself.”

THE COMPLAINT

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

“It is an offensive and extremely inappropriate exploitation of the adoption issue for advertising purposes.”

“It’s an issue that has lifelong consequences for all those involved. The decision to give up a child for adoption is one that haunts a birth mother for the rest of her life....”

“... it sends a message to adopted children that the decision their birth parents made was an easy, light hearted and happy decision.”

“This advertisement is in disgustingly poor taste, and has the potential to cause psychological distress to both adopted children, birth parents and adoptive parents.”

“The least Inghams can do is try NOT to undo the good work that modern day educationalists are doing to teach children that families are about love, not composition or greed.”

THE ADVERTISER’S RESPONSE

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

“This commercial was built from an insight that kids are staying at home for longer and ‘eating their parents out of house and home’. In research, Mums often jokingly comment that they’d like their kids to leave home for some peace and quiet.”

“The commercial is clearly hyperbole and obviously exaggerated to not be taken seriously. It’s not a real life situation, and the ‘children’ are clearly in their twenties and very capable of looking after themselves.”

“We don’t believe that the ad comments on the broader social issue of adoption in any way nor that anyone will take the situation literally.”

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 discrimination (other)/vilification or alarm and distress to children.

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