



## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 52/03   |
| 2. Advertiser                 | Simplot Australia Pty Ltd (Bird's Eye)              |
| 3. Product                    | Food  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination      | Tuesday, 11 March 2003                              |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on an apron-wearing man cooking for his girlfriend and conversing with the camera as well as with her. He heats up a wok and adds beef strips, vegetables and Teriyaki sauce, and proceeds to serve up the Teriyaki Stir Fry to the girlfriend, who then indicates an inability to eat with the chopsticks he has set out. The view switches to a pack of Birds Eye Create-a-Meal, and a voice-over states: "For an authentic mix of vegetables and sauce, best give 'em Birds Eye Create-a-Meal."

## **THE COMPLAINT**

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

*"Not only is it a sexist and derogatory ad, but what kind of messages is it sending to younger viewers?"*

## **THE DETERMINATION**

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

The Board considered that the majority of viewers would recognise the intended humour in the advertisement and determined that it did not constitute discrimination and/or vilification as represented in the Code.

Finding that the content of the advertisement did not contravene any other area of the Code, the Board dismissed the complaint.