



CASE REPORT

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| 1. Complaint reference number | 6/06 |
| 2. Advertiser | Kellogg (Aust) Pty Ltd (Nutri Grain cereal) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 14 February 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a woman in her kitchen trying to open a jar. A male voiceover and text read “Why is Nutri-Grain good for Mums?” We then see her teenage son eating Nutri-Grain, and he opens the jar for her. We later see him lifting a heavy suitcase from a top shelf when the mother is unable to do so, chasing a dog that has run away and raising the sofa for his mother to vacuum underneath. A number of statements about the nutritional components of the product are made during the advertisements.

THE COMPLAINT

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

The advertisements for this cereal frequently state that it is “iron man food”. This suggests that the product only works for the male population. I find these advertisements sexist because women can do all the things that males can.

Not one advertisement for this cereal shows a woman doing exercise and needing sustainment but instead shows them serving the cereal to the males.

THE ADVERTISER’S RESPONSE

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

This advertisement is directed to main grocery buying mothers who purchase breakfast cereals for their teenage sons. The advertisement aims to show the nutritional benefits of Nutri-Grain for their active and growing sons in a context to which mothers relate. It portrays daily domestic life for mothers and sons in an empathetic and light-hearted way. This advertisement does not discriminate against or vilify women, it simply shows a teenage son helping his mother.

This advertisement does not discriminate against or vilify women, nor does it suggest that women cannot do the things that the boys are doing in this commercial.

THE DETERMINATION

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

The Board considered whether the advertisement, in portraying a teenage boy enjoying Nutri-Grain and then demonstrating his physical usefulness around the house, was discriminatory against women. The Board noted that the complainant considered that the advertisement was discriminatory as it did not demonstrate young women having similar strength. The Board noted the advertiser’s comment that the main consumers of Nutri Grain are teenage boys and that the advertisement is therefore targeted to

those boys.

The Board considered that it was appropriate for the advertiser to determine who to target its advertisements towards and did not consider that the advertisement was discriminatory against young women or women in general

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