



## **CASE REPORT**

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| 1. Complaint reference number | 64/99  |
| 2. Advertiser                 | Kelloggs Aust Pty Ltd (Sultana Bran)               |
| 3. Product                    | Food   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination      | Tuesday, 9 March 1999                              |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement shows a young man ('the first man') arriving at a friend's ('the second man') house. The first man says, 'So...where's Laura?' The second man replies, 'Being healthy of course.' The first man says to the second, 'I hear she's a bit of a babe?' The first man (spooning Sultana bran into his mouth) says, 'I always did have good taste.' When there is a ring at the doorbell the second man says, 'That'll be her now' and the first opens the door and says, (slightly confused and disappointed) 'Laura?' The advertisement then shows that the person at the door is a woman ('the first woman') dressed in a boiler suit. She says, 'No, I'm here to check your meter.' A second woman ('Laura') then jogs through the front door dressed in shorts and a vest. The first man looks admiringly at Laura who is then shown eating a bowl of Sultana Bran. As a voiceover comments, 'Juicy sultanas and fibre rich flakes of bran, the taste you love the goodness you need.'

## **THE COMPLAINT**

Comments the complainants made regarding this advertisement included

the following:

*'The first young woman is portrayed as unattractive, particularly she is shorter and of average to slightly overweight, the second more desirable because she is thinner...the women are crudely compared according to appearance, both males giving preference to the "more attractive" woman. Not only is this comparison completely unfair, but the women seem to acquiesce in this decision made about them by the men.'*

*'It is discrimination...Fat ladies are not attractive only thin ladies are? Is that it? Its discrimination.'*

## **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 determined that the advertisement's portrayal of the characters concerned did not constitute discrimination or vilification and did not breach the Code. The Board was satisfied that the advertisement did not breach any other sections of the Code and dismissed the complaint.