



CASE REPORT

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| 1. Complaint reference number | 65/02 |
| 2. Advertiser | Meat & Livestock Aust Ltd (Red Meat. Feel Good) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 12 March 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This advertisement opens on a busy suburban street scene, and with glimpses of a group of people making music and singing as a male voice says: “To attain an overall sense of vitality and wellbeing, you need iron, omega 3s, protein, zinc and vitamin B12”. As the singing group comes through the crowd, it becomes apparent they are butchers handing out recipe cards while singing the benefits of red meat. The voice-over continues: “All of which you can get from your local butcher. Eat lean red meat at least 3 to 4 times a week and you’ll feel better for it”. The butchers are now shown dancing to the song ‘We Love To Boogie’, with the advertisement closing on a graphic featuring a cooked steak and a caption reading: ‘Red Meat. Feel Good.’

THE COMPLAINT

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

“Vegetarianism, and concepts of Karma and ‘live and let live’ are at the heart of the Krishna Consciousness. The advertisement attacks and ridicules these values in an attempt to dismiss and alienate a sector of the community that does not support their commercial objectives. I find this advertisement deeply offensive.”

“...the promotion of beef should not be done in a manner which involves any part of the Hindu faith...This advertisement is equivalent in offence to an advertisement which for speculation sake shows a Rabbi or a Muslim eating and promoting pork.”

“I myself am a meat eater but I believe this ad is in bad taste and offensive to the mores of a group in our community that doesn’t deserve this kind of abuse.”

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 most people would regard the advertisement as humorous, and determined that it did not constitute discrimination and/or vilification as represented in the Code.

The Board further determined that the advertisement did not contravene any provision of the Code and, accordingly, the complaint was dismissed.