



CASE REPORT

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| 1. Complaint reference number | 67/03 |
| 2. Advertiser | Douwe Egberts Australia (Moccona) |
| 3. Product | food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Race – section 2.1 |
| 6. Date of determination | Tuesday, 8 April 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on two women in a domestic kitchen, with the scene switching to a supermarket as one relates the story of an encounter with a tall handsome African male whom she asked to reach for a jar of Moccona in preference to another brand. She says to him: “I’m into something slightly more exotic...like where you’re from.” He responds in a strong English accent: “Really! Shropshire, how wonderful.” The scene switches back to the kitchen where the women are now enjoying drinking the Moccona coffee. Over a view of the product, a voice-over states: “Moccona Mocha Kenya,” with the woman’s voice adding: “Very exotic,” and a superimposed caption reading: ‘For Lovers Of Exotic Coffee.’

THE COMPLAINT

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

“...unacceptable for its portrayal of black people...The equation of black skin and ‘exotic’ is degrading, insensitive to indigenous Australians and other black residents. It perpetrates the perception of black people as not having a right to be part of white western society.”

THE DETERMINATION

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

Noting advice that the advertisement has been airing for five years, the Board accepted the advertiser’s assurance that ‘Moccona never intended to discriminate nor cause humiliation to any party nor to any particular individual.’

The Board considered that most people would recognise the intended humour in the portrayal, and determined that it did not constitute discrimination or vilification as represented in the Code.

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