



CASE REPORT

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| 1. Complaint reference number | 71/02 |
| 2. Advertiser | Kellogg Aust Pty Ltd (Nutri-Grain) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 12 March 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

One of a series, the television advertisement reviewed by the Board opens on a caption reading ‘Creating an Iron Man is a Mother of a Job’ and proceeds to show a representation of a mother in labour with a superimposed caption reading ‘Right from the Start, it’s Push, Push, Push’. The scene then changes to show a mother with a child learning to walk, with a caption reading ‘Start with Small Goals’. The scene changes again to show the mother pulling blankets off a teenage son evidently intent on sleeping in, with a caption reading ‘And Persevere Until Times Improve’, before transitioning to show a family in a station wagon loaded with surfing equipment with a caption at first reading ‘It Takes Focus and Drive’, and then changing to ‘It Takes Focus and *Someone* to Drive’. The scene now changes to a kitchen where, with a caption reading ‘And the Right Diet’, the teenage male groggily opens the pantry to find a nutritionist there. She hands him the Nutri-Grain pack, saying “Carbohydrates for fuel, protein and calcium for muscle and bone strength”. As the pantry door closes on the still-talking nutritionist, a caption reads ‘That was Eve Reed, Paediatric Dietitian and Mum’. As the teenager pours the breakfast cereal into a bowl, and a caption appears reading ‘And Regular Exercise’, the dietitian’s voice continues to be heard saying “What growing bodies need is in Kellogg’s Nutri-Grain’. The advertisement ends with the mother roaring her disapproval at entering the kitchen to find the cereal and bowls left out, ahead of a closing animated ‘Iron Man Food’ graphic.

THE COMPLAINT

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

“I have recently had a baby and I find this ad very distressing when the lady is shown very clearly to be in advanced labour...This ad makes me cry every time ...”

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 people would find the advertisement lighthearted in its depiction of a mother’s joys and frustrations.

It determined that, within the context of prevailing community standards, the advertisement did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, and that it did not breach the Code on any other grounds.

Accordingly, the Board dismissed the complaint.