



CASE REPORT

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| 1. Complaint reference number | 82/01 |
| 2. Advertiser | Nestle Chilled Dairy (Yoghurt) |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 10 April 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a scene including a sign pointing to a ‘Yogurt Class,’ and features the portrayal of a Hindu yoga master who tells the class ‘Your body is a temple and you don’t want anything to come in and wreck the place’ before leading the group in chanting ‘yummm’ after eating Nestle yogurt.

THE COMPLAINT

Comments made by complainants regarding this advertisement included the following:

‘A Nestle product has been shown in the context of a Yoga class given by a person who is undoubtedly a Hindu and which denigrates a Hindu practice of naming The Deity by a repeated syllable. In our multi-cultural society care should be taken that the religious sensibilities of any group should not be held to ridicule which, in my opinion, this advertisement does.’

THE DETERMINATION

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

The Board considered that, given its contextual humour, the material did not constitute discrimination/vilification, and did not breach the Code on this or any other ground. Accordingly, the complaint was dismissed.