



CASE REPORT

1. Complaint reference number	86/00
2. Advertiser	Nestle Confectionery (Kit Kat)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 March 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of a woman speaking in Russian, with superimposed sub-titles, saying ‘Babies are cute, but what use are they?... Introducing new Baby Mop’. The woman then holds up a baby dressed in an outfit resembling the strands of an oversized mop. She then places the baby on the floor and, as it crawls around, cleans the floor in the process. The woman continues ‘Gives you much needed break from housework ... and sparkling clean floors’. The woman then sits down on a chair and begins eating a Kit Kat chocolate bar as voiceover says ‘Have a break ... have a Kit Kat’.

THE COMPLAINT

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

“I would like to take the opportunity and express my personal indignation to this particular portraying of a ‘Russian’ female in which it is implied that Russian and for that matter women of non Anglo-Saxon background are using their children as cleaning utensils..”

THE DETERMINATION

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

The Board determined that the portrayal of the woman within the advertisement did not constitute discrimination or vilification, noting that the situation was clearly being presented in a humorous and fictitious context. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.