

Case Report

1. Case Number :	0237-23
2. Advertiser :	Red Rooster
3. Product :	Food/Beverages
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Decision:	25-Oct-2023
6. Decision:	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

DESCRIPTION OF ADVERTISEMENT

This television advertisement depicts a young woman and an older woman who appear to be in a retirement home playing a board game. The older woman is taking her time at her turn and when the scene cuts to the young woman's chair she is gone. The next scene shows her eating chips at Red Rooster.



THE COMPLAINT

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

I was offended because it was disrespectful of the older lady reinforcing ageism. It appears ok to rudely disappear without any explanation to eat fast food

I find these advertisements disgusting, leaving an old lady alone and wondering what's happening surely she may be confused enough without her visitor being more interested in a Red Rooster.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

We refer to the letters received on 12 October 2023 in relation to the above complaint.

We have considered the complaint and the advertisement in question in light of the provisions of the AANA Code of Ethics ("the Code").

We note that the nature of the complaint relates specifically to the concern that the advertisement in question contains material which is discriminatory towards senior citizens. We have carefully considered the Code and have assessed its provisions against the content of this advertisement. We submit that the advertisement does not breach the Code on any of the grounds set out in the same.

This advertisement has been running since 2019 and the case/s previously highlighted have been dismissed by the community panel during that time. We don't believe that anything has changed in that time and this case should also be dismissed.

We note that provision 2.1 of the Code sets out that "Advertising or Marketing Communication shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief."

We note that the advertisement in question does not include any material that discriminates against or vilifies any person or section of the community on the basis of age or otherwise.

Description of Advertisements for within an overall campaign idea

The advertisement is one of a series in Red Rooster's "The Roosters Calling" campaign, which aims to demonstrate how irresistible Red Rooster's food is by dramatising people's desire to drop everything and go and get it straight away. The campaign features various scenarios (Friends Fishing, Mowing the lawn etc) in which the protagonist cheekily removes themselves from a situation in order to satisfy their cravings for Red Rooster. These scenarios involve the characters leaving a situational context, rather than rejecting or discriminating against an individual in their company.

Description of Advertisement

The advertisement features a young woman playing a board game with an older woman. The older woman takes is taking her turn of the game and during that time the young woman hops up and leaves the situation, stepping out to satisfy her cravings with a Red Rooster meal.

In this case, we note that the depiction of the older woman is not negative towards, derogatory or ridiculing of, senior citizens and is not intended to cause any offence, rather, it is intended as a light-hearted and family-friendly depiction of a well-recognised situation concerning anyone that can take an extended period of time to do something. In our view, most reasonable audience members will recognise and appreciate the same and view the advertisement as intended.

We further note that the depiction of the characters themselves displays no hostility or negativity between them, with the younger character at most displaying veiled annoyance at her older companion's time-consuming activity. The older woman could easily be someone younger but we have tried to bring diversity into our advertising to ensure we not only always depicting those of a younger age. The environment in which the older woman is depicted is clean and neat, and there are no indications of elderly abuse, nor is there any suggestion she is deserving of the same.

Accordingly, we submit that the advertisement does not breach provision 2.1 of the Code, nor any other provision of the same.

THE DECISION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainants' concern that the advertisement is ageist.

The Panel viewed the advertisement and noted the advertiser's response.

Section 2.1: Advertising shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual orientation, religion, disability, mental illness or political belief.

The Panel noted the AANA Practice Note which provides guidance on the meaning of:

- Discrimination - unfair or less favourable treatment
- Vilification - humiliates, intimidates, incites hatred, contempt or ridicule
- Age – based on a person's actual age (i.e. from the date they were born) and not a person's biological age (i.e. how old they may appear).

The Panel considered that the younger woman in the advertisement appears bored as the woman was taking a long time to make a move. The Panel considered that the younger woman was depicted as leaving due to the amount of time it took the older

woman to decide on her move in their game. The Panel considered that the advertisement's depiction of the older woman was not a negative depiction, while the younger woman is depicted in a way which portrays her as rude or uncaring. The Panel considered that the advertisement did not humiliate, intimidate, or incite hatred, contempt or ridicule of the older woman on account of her age.

Section 2.1 conclusion

Finding that the advertisement did not portray material in a way which discriminates against or vilifies a person or section of the community on account of age, the Panel determined that the advertisement did not breach Section 2.1 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaints.