

IAP JURY DECISIONS

Full title of law or regulation	Code of Marketing Communication Self-Regulation 63rd edition effective March 8th, 2017 http://www.iap.it/wp-content/uploads/2017/03/Code-of-Marketing-Communication-63rd-edition-8.3.17.pdf
Title of relevant section	Article 10 – Moral, Civil, and Religious Beliefs and Human Dignity. Marketing communication should not offend moral, civil and religious beliefs. Marketing communication should respect human dignity in every form and expression and should avoid any form of discrimination, including that of gender.
Advertiser and advertising	Fonti di Vinadio Spa; Sant'Anna "Santhé" drink; A child in his blue bedroom does his homework and when the voiceover says: "If Maths becomes incomprehensible, try the magic taste of Santhé", drinks the product, the child turns into a 'little Einstein'. A little girl is undecided about what to choose from the wardrobe and when the voiceover says: "If you can't find the perfect look, try the magic taste of Santhé", drinks the product, finds matching clothes and her pink bedroom in good order. This may be the 'Boy' version of the commercial: https://www.youtube.com/watch?v=NESaT0x7Dil#action=share Hopefully, the girl version has been consigned to the bin of social catastrophe.
Comment and ruling	The Committee found the advertising to be rigidly restrictive, and 'excessively stereotyped' ...which, as such, are likely to impact public awareness, as they represent obstacles for a modern and equal society. The advertising is 'Manifestly contrary' to Article 10 of the IAP Code ; Moral, Civil, and Religious Beliefs and Human Dignity: Marketing communication should not offend moral, civil and religious beliefs. Marketing communication should respect human dignity in every form and expression and should avoid any form of discrimination, including that of gender. And article 11, children and young people.
Decision link (IT)	http://www.iap.it/2017/05/n-4017-del-3152017/