



CASE REPORT

1. Complaint reference number	06/04
2. Advertiser	Poseidon Dips Pty Ltd (Black Swan)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 17 February 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a man who is sent to the supermarket to specifically buy Black Swan Dip. At the dip section, he cannot recall the brand name until a woman bends down in front of him reveals her ‘black thong’ underwear. The man then exclaims longingly ‘Black thong’. The woman hears and the man backtracks and says that ‘Black Swan’ is the dip that he wants.

THE COMPLAINT

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

“... I am sickened that everything is sexualized, I am fed up with it, and feel that this soft pornography is getting out of hand!”

“.... it specifically targets women as the viewed sexual object ...”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“1. This TVC has been seen by over 1 million people over the last 5 weeks with no other feedback of this nature.

2. We have literally dozens of accolades referring to the humour of the creative and its sharpness in branding terms .”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that in the context of prevailing community standards, that the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity or discrimination (sex)/vilification.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.