



## Case Report

1	Case Number	0001/11
2	Advertiser	Browne's Foods
3	Product	Food and Beverages
4	Type of Advertisement / media	TV
5	Date of Determination	19/01/2011
6	DETERMINATION	Dismissed

### ISSUES RAISED

2.3 - Sex/sexuality/nudity      Treat with sensitivity to relevant audience

### DESCRIPTION OF THE ADVERTISEMENT

A male voice over describes the benefits of drinking Chill – a flavoured milk – when performing various tasks, and we see accompanying footage of men performing these tasks. One description is that Chill “does the job when we’re polishing knobs” and we see a man polishing a door knob then drinking Chill. Another description states that Chill “hits the spot when we’re busy on top” and we see two men on a high building. The final shot is of a large truck with the words “Man Up” and an image of a carton of Chill on the side.

### THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*When I actually listened to the words I was quite shocked by the sleaziness of the blatant sexual "double-entendre" especially as the ads were showing on daytime sports TV which would have been watched not only by men but by hundreds of thousands of women and young children.*

*Expressions (as best as I can remember them) like when you're "fooling around up top or playing with a bottom" "beating your meat" "banging on a table" "filling in a crack" "getting your rock off..." etc should, I believe, be confined to sleazy male only bars or stag nights (and even then they may be offensive to some more sensitive men!)*

*Phrases with inappropriate and offensive double meanings - not even subtle.*

## **THE ADVERTISER'S RESPONSE**

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

*In Oct 2010 Brownes launched our new brand campaign for Chill with the tag line MAN UP. Our Chill Man Up advertising is targeted at blue collar males 25-39 years of age.*

*The core flavoured milk consumer is a Mocha and Iced Coffee drinker and is a 25-39 year old blue collared male. This is coincidentally one of the hardest target market to reach and gain brand loyalty from.*

*All research shows that to get noticed by these males you need to give them something for free and/or have advertising that they can relate to or find amusing. Beer companies also target the same males and over the years we have seen a huge variety of tongue in cheek advertisements.*

*Our advertising agency took months to develop the creative around this campaign and we are confident that it will have cut through with our target market.*

*With all our campaigns we are aiming for maximum cut through to increase our sales. We also know that our advertising will not always be liked by everyone. It is not our intention to alienate any consumers.*

## **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 the complainants' concerns that the advertisement features blatant sexual innuendos and is offensive.

The Board reviewed the advertisement and noted the advertiser's response.

The Board considered whether the advertisement was in breach of section 2.3 of the Code. Section 2.3 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone".

The Board noted the advertisement features men performing various tasks which are being described by a voiceover.

The Board noted the complaints that the words spoken by the voiceover could be interpreted to have other, sexual, meanings than those illustrated by the actions of the men in the advertisement. The Board noted that the visuals of the advertisement contained no sexual

imagery or suggestions. The Board considered that most members of the community would find these double entendres mild and inoffensive.

The Board noted that this advertisement had been classified PG by CAD and considered that the double entendres spoken by the voiceover would not be understood by most children.

The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.