



**Ad Standards** Community Panel  
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Advertising Standards Bureau Limited  
ACN 084 452 666

## Case Report

1	<b>Case Number</b>	<b>0047/18</b>
2	<b>Advertiser</b>	<b>Youfoodz</b>
3	<b>Product</b>	<b>Food and Beverages</b>
4	<b>Type of Advertisement / media</b>	<b>TV - Free to air</b>
5	<b>Date of Determination</b>	<b>21/02/2018</b>
6	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.4 - Sex/sexuality/nudity S/S/N - sexualisation of children
- 2.5 - Language Inappropriate language

### DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a couple talking about the times and places they 'do it'. At the end of the advertisement it is revealed they are talking about eating a Youfoodz meal.

### THE COMPLAINT

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

*The ad was one of a group of sexually suggestive ads but when at 830 on a Sunday night it talked about seeing a mans "meat and 3 veg" it just went too far The other ads in the group talk about doing it already 3 times a day It's takky suggestive and unsuitable*

*The commercial has used wording which clearly are used to give the impression they are talking about all the places they have sex, and they have obviously used this language to grab peoples attention, however I feel it is inappropriate and offensive*



*especially as my 6 yr old son is still watching tv at this time & I have seen the commercial several times now at a time my son is watching tv.*

*This series of ads are full of inuendo - cheap and classless. From saying how many times they do it, to another add where the wife says she'll do it by herself if her husband doesn't want to participate. Totally unnecessary, schoolboy humour advertising what is a very good product. Actually turns me off buying the product! There needs to be a line drawn for common decency- Youfoodz need to bring the quality of their adds up to the quality of their food.*

*Having sex in all locations has nothing to do with eating food, there are no parallels! My kids aged 7 and 11 were asking, what have they done on the couch? There is no need to stoop so low to sell food*

#### **THE ADVERTISER'S RESPONSE**

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

*In response to complaint reference number: 0047/18 - please find link to view advertisements and scripts*

#### **THE DETERMINATION**

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' concerns that the advertisement featured language and innuendo which was too sexualised for a general audience.

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

The Panel considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience".

The Panel noted that there are a few versions of this television advertisement. The Panel noted that each version of the advertisement features a couple talking about the places and contexts in which they 'do it'. At the end of the advertisements it is revealed that 'doing it' refers to eating YouFoodz meals.

The Panel noted the complainants' concerns that the sexual references in the advertisement were too sexualised for an audience that would include children.



The Panel noted the complainants' had viewed the advertisement during the day and on Prime-time television and considered that the relevant audience for this advertisement was broad and would include children.

The Panel considered that the advertisement was clearly intended to be sexual innuendo and that most adults would recognise the language in this advertisement to be sexual innuendo.

The Panel considered that the reference to 'do it' in the advertisement is resolved as consuming the food product and there is no sexual activity or depictions in the advertisement.

The Panel noted that it had previously considered a similar issue in case 0030/18, in which:

"The Board considered while the drawing may be suggestive of parental intimacy there is no direct reference to or portrayal of sexual activity. The Board considered that the sexual connotation was humorous, and that the focus of the advertisement is on the parents' discomfort, and that overall the impact of the sexual suggestion is sensitive to a broad audience which would include children."

Consistent with the previous determinations the Panel considered that while the current advertisement may be suggestive of sexual activity there is no direct mention of, or portrayal of, sex.

The Panel considered while the innuendo may be understood by some children, young children would not understand the innuendo and while the advertisement may initially be confusing the message of the advertisement would become clear when the product was revealed at the end.

The Panel considered that while some might consider the advertisement to be in poor taste the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience.

The Panel determined that the advertisement did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaints.

