



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0196/18
2	Advertiser	Wrigley Co Pty Ltd
3	Product	Food and Beverages
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	24/04/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.4 - Sex/sexuality/nudity S/S/N - sexualisation of children

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a couple, Lucy and Tom, kissing on a bed. A man calls "Lucy" from outside the room and the Lucy says "that's my dad". The couple jump off the bed and Lucy throws Tom's jeans to him. Tom removes chewing gum from the pocket of the jeans and places a piece in his mouth. The door opens to reveal Lucy's parents. Tom standing in his underwear states "Hi I'm Tom" and the father starts to smile.

THE COMPLAINT

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

We were watching the Commonwealth Games coverage on free to air TV. We being myself, my daughter aged 7 and my son aged 5. An advertisement for Extra Chewing Gum appeared in which two seemingly underage persons were making out semi-naked on a bed. We found this ad to be totally inappropriate given the time of day. We understand that the Commonwealth Games coverage at this time of day is rated 'NC' which we would interpret as meaning 'non-classified' and which we would also



understand to be family viewing.

We would request that this advertisement be removed from Commonwealth Games coverage and from all 'NC' and 'G' and 'PG' rated viewing times and programs. Our children were disturbed by the content of this advertisement.

Completely inappropriate

I felt it was sexually suggestive and inappropriate to be showing this ad during the time band.

I find it disgraceful that this ad purposefully plays on undermining the father's role of proector as well as trivialising sex in order to sell its product.

The timing of the ad. and its content - I was watching "The Voice" with my 8, 11 and 13 year old boys when this ad came on. I felt it was an inappropriate ad to be playing at 7.40pm at night during a family type show. Even my 13 yo said to me after the ad "Is it legal to have that type of ad on TV?"

I found the ad. overtly sexual and totally inappropriate for the time slot.

I don't think that type of ad should be on TV (as it wasn't even that clever) - but if it has to be, it should only be shown after 8.30pm.

This ad was not sensitive to young viewers watching tv at the time and was too graphic in nature to be shown at such an early hour. It is almost questionable to consider whether it is child pornography. Very disgusting. Our children 4 and 7 - questioned the overly -sexualised advert about chewing gum which positively promoted hiding sexual relations from parents and could be suggesting unprotected sex at a young age is OK. This is clearly a tact by Wrigley's to be risque and controversial in order to sell their product. I will take this further if this isn't removed from family prime time hours immediately.

I was watching the Commonwealth Games with my children, aged 2 and 4, before their bedtime as a special treat. Their bedtime is 7 pm and we were watching between 5 and 6 pm. The Extra chewing gum advertisement came on in between events. I object to this advertisement being broadcast at a time when young children could potentially be watching due to the overt sexual themes in the advertisement. The young male and young female are in bed together, the male is topless and on top of the female, they are kissing and clutching each other passionately. We are led to believe that they are teenagers (thus potentially underage) when the female says in a panic, "that's my dad" and her bedroom door opens to a stern-faced older male,



presumably her father. The Commonwealth Games are an experience for all the different members of a family to enjoy together.

The younger members should not be excluded from this experience because parents are concerned that the content of advertisements shown (during a time when young children could reasonably be expected to be watching) are so inappropriate for their age, maturity and ability to process complex themes such as sexual relationships.

This gets aired between commonwealth games where the audience comprise of young children and this advertisement has elements of sex and sexuality which is inappropriate, and have no real relevance to the actual product.

Two young kids looking like they're about to have sex and then pull it back together when 'sprung' by parents. This is not what I want my 13 & 15 year olds watching in the middle of the day. Terrible message. What a shame we stoop so low.

THE ADVERTISER'S RESPONSE

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

Description of advertisement

Confidence is a powerful thing. With confidence, we can do amazing things, we can dream bigger dreams and be the best version of ourselves, no matter what anyone else thinks.

With confidence, we can make the most of our Time to Shine.

And Time to Shine moments don't come with a heads-up or a text alert. they often appear out of nowhere, unannounced, whether you're ready or not.

That's why Extra is always at your side, ready to bring out confidence so that you can shine no matter the situation you're in.

*Our story is comprised of three key elements:
The Tension, The Twist, and The Moment of Confidence*

THE TENSION

Our story begins with a familiar scene of heightened tension. The scenario is instantly recognizable and capture the viewer's attention within the first few seconds. The tension and drama help make the work Highly Noticed.

THE TWIST

Once we've drawn viewers in, we've built up the tension, and the story is about to



climax, we hit them with a big surprise: Extra gum as the unexpected hero. We call this the twist. Extra brings out the confidence our protagonists need to do something unexpected.

Make no mistake, in each spot, the pack of Extra gum is the single most important element of the story.

THE MOMENT OF CONFIDENCE

After the twist, the spots take on an unexpected humorous tone. The humor is strongly linked to the brand benefit, coming from the confident actions of our protagonists after they've taken the piece of Extra gum.

These confident moments may be inappropriate or ill-advised, but they always end in a smile and a positive resolution.

Response to complaints Thank you for your feedback on our Extra TVC 'Uni Dorm'. It is certainly not our intention to create advertising that doesn't engage people positively - rather we want to share the benefits of EXTRA® gum in an impactful and humorous way. The EXTRA® ad is all about having the courage to be bold when you need to, and making a link between the product and the notion of 'staying cool' under pressure. The TIME TO SHINE™ 'Uni Dorm' ad depicts two young adults in a university dorm and both are above the legal age. The media buy for the Ad is in line with the Mars marketing code which can be found at <http://www.mars.com/global/about-us/policies-and-practices/marketing-code>.

THE DETERMINATION

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

The Panel noted the complainants' concerns that the advertisement was inappropriate for the time of day when children could be watching.

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

The Panel noted that this television advertisement received a W rating by CAD (May be broadcast at any time except during P and C programs or adjacent to P or C periods) and was aired at a time appropriate to the rating (http://www.freetv.com.au/media/CAD/Placement_Codes.pdf).

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 the advertisement depicts a couple kissing on a bed. The boy is



in boxers only and the girl is in underpants and a t-shirt. The couple realise the girl's parents are coming and jump off the bed. The boy removes chewing gum from the pocket of the jeans and places a piece in his mouth. The door opens to reveal the girl's parents, while the boy is still clad in only boxers.

The Panel noted the complainants' concern that the advertisement showed a young couple in a passionate embrace, and that such scenes are not suitable to be broadcast at a time children could be watching.

The Panel noted the advertiser's response that the advertisement shows two university students in a dormitory, not two teenagers in a bedroom at home. The Panel considered that that was not clear in the advertisement, however note that the characters do appear to be older than young teens.

The Panel considered that the level of nudity in the advertisement was not explicit, and noted that both actors' genitals are covered and the girl's breasts are not visible. The Panel considered that the situation in the advertisement was a reflection of reality and a mild suggestion of sexual activity.

The Panel considered that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it 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.

