



CASE REPORT

1. Complaint reference number	119/01
2. Advertiser	Network Foods Ltd (Fisherman's Friend)
3. Product	Health Products
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Tuesday, 12 June 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This poster advertisement features a close-up view of a woman's face with her mouth covered by a packet of Fisherman's Friend lozenges. An accompanying caption reads 'The Best Suck In Town. Suck Hit and See.'

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

'I am a long way from being a prude, but as a parent I have to say the advertisement is offensive and demeaning. I also am not keen on censorship, however deliberate displays of smut demand it.'

'...relating to sexual practices which need not be discussed with young children...offensive to the female (maybe even more offensive if a male face was used)...unsafe—I couldn't read the product name following (the) bus at a safe distance, or driving past the bus shelter.'

'This advertisement could reinforce the objectification of women in the minds of impressionable young, and some not-so-young men.'

'My wife and I find this very crass and has obvious sexual references with the act of fellatio. This is far from creative or inspiring advertising.'

'School children at bus shelters and bus stops need to be protected from this type of 'R rated' advertising.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not contravene the Code's provisions relating to the portrayal of sex/sexuality/nudity, discrimination/vilification, or health & safety. Finding the advertisement did not breach the Code on any other grounds, the Board dismissed the complain