



CASE REPORT

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| 1. Complaint reference number | 120/01 |
| 2. Advertiser | Unilever Australasia (Continental Cup-a-Soup Asian - Laksa) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 12 June 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows an Asian man standing on two wooden blocks so that his legs are widely spread and asking his ‘Master,’ how long he should stay. An older man places a lighted candle on the ground between the spread legs and says ‘As long as the candle burns,’ before making himself a cup of soup. With the first man in obvious discomfort while the second is enjoying his soup, a voiceover advises that Continental Cup-a-Soup Asian – Laksa is ‘so delicious you’ll do anything to make it last.’

THE COMPLAINT

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

‘I believe the underlying message in this advertisement is violence and I believe it implies that violence is a useful tool to sell merchandise to select (and possible uneducated) members of the public.’

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 breach the Code and would not offend prevailing community standards. The Board, accordingly, dismissed the complaint.