



CASE REPORT

1. Complaint reference number	121/02
2. Advertiser	Nestle Australia Ltd (Kit Kat)
3. Product	Food
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 May 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement submitted to the Board comprises a representation of a ‘King Size’ Kit Kat Chunky bar, sandwiched between large-type captions reading: ‘Every bloke could do with a bit extra,’ and ‘The biggest finger yet.’

THE COMPLAINT

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

“I find the advertisement for Kit Kat extremely disgusting and also sexist. How can people be paid for writing such garbage, where is this suggestive type adverting headed? I am really concerned for my grandchildren’s welfare. Is advertising designed to corrupt their morals?”

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 considered that, under prevailing community standards, this advertisement would not cause offence to the majority of people in relation to the portrayal of sex, sexuality and/or nudity.

It determined that the content did not contravene the provisions of the Code relating to such portrayals and that the advertisement did not breach the Code on any other grounds. Accordingly, the complaint was dismissed.