



CASE REPORT

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| 1. Complaint reference number | 134/00 |
| 2. Advertiser | Caltex Australia Ltd |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 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, 9 May 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a young man walking at night into a Caltex service station. He exchanges a sheepish glance with a woman assistant, takes a drink from a refrigerated display and goes hesitantly to the check-out counter where the woman asks, 'Will there be anything else?' He stammers in reply, 'Ah, yeah. Oh, no. Ah, and a bottle of And a packet of, um, C-Cornflakes.' 'Right', responds the woman. A voiceover says, 'At Caltex, our staff will do whatever they can', as the woman returns from a display with a packet of condoms. 'Will these do?' she asks. The young man responds, 'Yeah. Thanks.' The voiceover concludes, '.....to help make your life a little easier.' The young man and the woman smile at each other. The advertisement concludes with the voiceover, 'Caltex. Nice 'n' easy.'

THE COMPLAINT

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

'It could be argued that this was advocating "safe sex" but I do not think this is the way or the place to do this.'

'Our objection to this latest advertisement, namely, a boy and the packet of condoms, is that it is being shown at a family viewing time while the content contains an adult theme.'

'The ad is "sick" and portrays both our youth and our society in a derogatory and derisive manner.'

'The community concern of teenage pregnancy (sic), single parenting, STD's and such is a major health concern, and the point of origin for all these concerns is pre-marital sex by younger people. I do not believe that Caltex should be allowed to broadcast such a whimsical and apathetic attitude to such an issue.'

THE DETERMINATION

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

The Board was of the view that the material depicted within the advertisement did not contravene community standards in its treatment of sex/sexuality/

nudity and did not breach the Code on this or any other ground. It was noted that the advertiser, in response to complaints received, has arranged for the advertisement to be broadcast in future only after 9 p.m. The Board, accordingly, dismissed the complaint.