



CASE REPORT

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| 1. Complaint reference number | 138/01 |
| 2. Advertiser | Unilever Australasia (Lipton Tea) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 June 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a man waking in bed and pulling on a T-shirt as he staggers groggily to a kitchen where he makes tea using a Lipton teabag in a jar. Refreshed, he looks around apparently confused by his surroundings, noticing that the T-shirt he is wearing has the name 'Foxy' across the front. This appears to prompt his memory, and with a smile he reaches for a second teabag and is seen to take a cup of tea back to the bedroom where a young woman awakes to find him wearing her T-shirt. A closing graphic reading 'Switched On' is replaced by a Lipton logo.

THE COMPLAINT

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

'What has Lipton tea got to do with going to bed with someone? I am utterly fed up with sexual connotations in TV and radio ads. Sex is supposed to be a loving act in the context of marriage only.'

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 content of the advertisement did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity, and that the advertisement did not breach the Code on these or any other grounds. Consequently, the complaint was dismissed.