



CASE REPORT

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| 1. Complaint reference number | 141/98 |
| 2. Advertiser | George Weston Foods Ltd, Baking Division (The White Stuff) |
| 3. Product | Food |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 October 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is a (black and white?) photograph of a pregnant woman. Behind her back, the woman is holding a transparent plastic packet of sliced bread. The packet is labelled, 'The White Stuff.' Superimposed across the photograph of the woman are the words, 'It's amazing what two slices of The White Stuff can do' At the foot of the advertisement, is a block of printed information. At the top of this block are the words, 'Planning a pregnancy, or in the first trimester of your pregnancy?' In smaller print, is information regarding the ingredients of the (White Stuff) bread itself.

THE COMPLAINT

Comments the complainant made about the advertisement included:

'There is no question of the sexual conentation (sic) that the 'The White Stuff' not only gets you pregnant but it is also in bread in the folate...I feel, that advertisement was a cheap shot at sex, just to get me to notice the ad.'

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 was of the opinion that the advertisement's treatment of sex and sexuality did not breach the Code and would not offend prevailing community views and standards. The Board dismissed the complaint.