



CASE REPORT

1. Complaint reference number	155/01
2. Advertiser	Novartis Consumer Health A/asia Pty Ltd (Jarrah Cafe Latte)
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, 10 July 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a female impersonator miming a song in a cabaret setting, then cuts to a dressing-room scene where the actor says ‘Like any woman I’ve got certain needs. I get my cravings.’ It then shows the making a Jarrah drink, which the actor sips before a graphic appears carrying a Jarrah logo and a caption reading ‘Every Woman Craves.’ The advertisement concludes with another graphic carrying the caption ‘99% Fat Free.’

THE COMPLAINT

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

‘It could have (been) said to have been suggestive, but to use a male made to appear glamorous is to assume all condone anything. What the ‘model’ does sends shivers up my spine... quite inappropriate and tasteless.’

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 Code’s provisions relating to the portrayal of sex/sexuality/nudity, and that the advertisement did not breach the Code on any other grounds. Accordingly, the Board dismissed the complaint.