



CASE REPORT

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| 1. Complaint reference number | 174/03 |
| 2. Advertiser | Douwe Egberts Australia (Moccona Mocha Duet) |
| 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, 10 June 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

Two outdoor advertisements referred to the Board feature photographs of dark and lighter-skinned human forms in the style of ‘body knots’ with accompanying representation of the product and a caption reading: ‘It’s coffee. It’s cocoa.’

THE COMPLAINT

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

“The ad displays interracial sexual activity (unless there’s some other reason for two humans, stripped of all their clothing, to be wrapped around each other in such convoluted twists).”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted advice from the advertiser that the images are the work of internationally-acclaimed photographer Howard Schatz, based on variations of his famous body knots series.

The Board determined that, within the context of prevailing community standards, the images did not constitute a breach of the Code in relation to the portrayal of sex, sexuality and/or nudity.

On further determination that the material did not breach the Code on any other grounds, the complaint was dismissed.