



CASE REPORT

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| 1. Complaint reference number | 186/02 |
| 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 | Monday, 12 August 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a man stumbling out of bed and into a kitchen to make a cup of Lipton tea in a glass jar. He appears to feel exhilarated, and then notices that he is wearing a woman's t-shirt carrying the word 'FOXY.' He then proceeds to take a cup of tea to his female partner, who looks perplexed by the man's appearance. The advertiser's logo appears with the words 'Switch On.'

THE COMPLAINT

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

".....(I) do not approve of the commercial...the sexual connotations...and the time it was show which was during a children's movie."

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 advertising material did not breach the Code in relation to the portrayal of sex, sexuality and/or nudity, and did not contravene any other area of the Code.

Consequently, the complaint was dismissed.