



CASE REPORT

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| 1. Complaint reference number | 197/01 |
| 2. Advertiser | Novartis Consumer Health A/asia Pty Ltd (Jarrah Chocolate) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Religion – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on vision of a nun, with a voiceover saying “I took a vow of poverty, of chastity and of humility.” While the vision features the making of a Jarrah hot chocolate drink, the nun says to camera “They didn’t mention anything about Jarrah Chocolate.” As the nun enjoys the drink, a voice, caption and graphic say “Every Woman Craves, Jarrah, 99% Fat Free.”

THE COMPLAINT

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

“I am very much offended by the fact that the religious vows of poverty and chastity taken by a Catholic nun for life can, in any way, be related to the ‘CRAVINGS’ anyone would have for a drink of chocolate...it definitely has sexual undertones. I am upset to think that the genuine vows that these ladies take for life are belittled in such a debase way.”

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 advertisement did not constitute a contravention of the Code in relation to the portrayal of sex/sexuality/nudity or discrimination/vilification. It found that the material did not breach the Code on any other grounds and, accordingly, dismissed the complaint.