



CASE REPORT

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| 1. Complaint reference number | 229/02 |
| 2. Advertiser | Unilever Australasia (Streets Blue Ribbon) |
| 3. Product | Food |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 8 October 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement features cartoon style characters of a supposed family eating at the table. The grandmother figure has been sketched in an exaggerated way with whiskers growing on her chin. The family is eating what appears to be Streets Blue Ribbon Carnival Icecream. The caption above the family scene states: ‘Kevin enjoyed sharing Chocolush with his Nanna. The whiskery kiss however, was another matter’. On the lower right hand side of the print advertisement appears the words: ‘Sharing creamy Blue Ribbon vanilla and chocolate ice cream swirled with choc flakes and topped with luscious chocolate sauce was always going to beat Nanna and her whiskery chin.’

THE COMPLAINT

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

“ ... I feel ridicules older women and promotes unhealthy stereotypes in the media, and, thus, in society itself. Women should not be continually measured as acceptable/loveable/desirable depending on their appearance. Women who, for whatever reason, are hairier than the accepted social stereotype, are derided by advertisements of this nature ..”

“...I have suffered the disfigurement of facial hair for many years and do not find it at all comical ...”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

Noting advice from the advertiser that the advertisement is intended to be lighthearted and comical, with no intention of offending or discriminating against any section of the community, the Board determined that the material

was within the context of prevailing community standards, and did not contravene the Code in relation to discrimination or vilification and further that it did not constitute a breach of any other aspect of the code. Accordingly, it dismissed the complaint.