



CASE REPORT

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| 1. Complaint reference number | 233/00 |
| 2. Advertiser | Cerebos Aust Ltd (Fountain Sweet Chilli Sauce - 'sauce of craving') |
| 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, 8 August 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens, to a soundtrack of snoring, with a shot of the product and the caption, 'Sauce of Craving'. To the sound of a lullaby, a pregnant woman whose abdomen is exposed is seen at the open door of a refrigerator putting the product on a dessert and eating it.

THE COMPLAINT

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

'Last night I saw (an advertisement) on the television which (was), to my mind, puerile and offensive. the picture of the very heavily pregnant woman standing naked with 'fridge door open while she supposedly eats Fountain Sauce.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the depiction of the pregnant woman within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.