



CASE REPORT

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| 1. Complaint reference number | 234/00 |
| 2. Advertiser | Cerebos Aust Ltd (Fountain No Waste Tomato Paste- 'sauce of desire') |
| 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 with a shot of the product and the caption, 'Sauce of Desire'. In a kitchen, a man wearing a singlet and a woman are engaged in sexual foreplay. The man opens the product with his teeth and bends over the woman as she lowers herself to the benchtop.

THE COMPLAINT

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

'Actually, I have seen (a) Fountain Sauce (ad) and (it is) offensive. (It) is of the couple who are about to have sex and acting like animals. (This is a) really off-putting (advertisement).'

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 was of the view that the material within the advertisement did not offend prevailing community standards in its depiction of sex/sexuality/nudity and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.