



CASE REPORT

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| 1. Complaint reference number | 239/00 |
| 2. Advertiser | SBS Corporation |
| 3. Product | Media |
| 4. Type of advertisement | Cinema |
| 5. Nature of complaint | Violence Other – section 2.2
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 August 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The cinema advertisement depicts two trolleys, one containing a zucchini, in a supermarket after hours. The trolleys move about until a stand containing apples and oranges is bumped and the fruit falls to the floor. The empty trolley moves away, is pursued by that containing the zucchini until the latter rams into the former in the manner of trolleys being stacked. The advertisement concludes with a digital message at a checkout, ‘The world is an amazing food show’, the advertiser’s logo and a voiceover, ‘SBS’.

THE COMPLAINT

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

‘I don’t believe there is any other inference that can be taken except rape. I find this advertisement to be offensive. Rape shouldn’t be an advertising gimmick, it is a real social problem and making “sick” advertisements like this are (sic) quite unnecessary.’

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 depiction of the trolleys within the advertisement did not contravene prevailing community standards on sex/sexuality/nudity or Health and Safety. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.