



CASE REPORT

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| 1. Complaint reference number | 242/03 |
| 2. Advertiser | Sakata Rice Snacks Aust Pty Ltd |
| 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, 12 August 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement combines sounds of a woman moaning in evident pleasure with vision of a large rice cracker being surrounded by smaller crackers with tails in the style of sperm. After the larger cracker is surrounded by smaller crackers, the view changes to a full-screen caption reading: ‘It must be love.’ The advertisement ends with a representation of Sakata Rice Crackers.

THE COMPLAINT

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

“The sound track is a series of little moans and sighs as one would expect in the act of intercourse...That ad should be on an adult Pay TV channel and not in the faces of viewers who are offended by such tastelessness.”

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 took note of a response on behalf of the advertiser, pointing out that ‘Sakata have developed a brand personality that is about having fun and being somewhat quirky (and) the commercial was made and aired in this spirit.’

In the Board’s consideration of prevailing community standards, the material was regarded as unlikely to offend the majority of people.

On determination that the material did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, nor on any other grounds, the Board dismissed the complaint.