



## **CASE REPORT**

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|-------------------------------|----------------------------------|
| 1. Complaint reference number | 244/03                           |
| 2. Advertiser                 | Nestle Ice Cream (Peters Entice) |
| 3. Product                    | Food                             |
| 4. Type of advertisement      | TV                               |
| 5. Nature of complaint        | Violence Other – section 2.2     |
| 6. Date of determination      | Tuesday, 12 August 2003          |
| 7. DETERMINATION              | Dismissed                        |

## **DESCRIPTION OF THE ADVERTISEMENT**

Four television advertisements were referred to the Board, each representing a separate parody of a television soap opera, and each featuring an actor with Peters Entice ice cream. One of the advertisements shows two females pushing each other as they squabble over the ice cream, and each ends with a view of the product and a voice-supported caption reading: ‘Clearly it’s going to Entice.’

## **THE COMPLAINT**

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

*“I do not feel it that it is appropriate to depict acts of violence when advertising ice cream. This sort of advertising gives children the impression that its is acceptable to fight over something as negligible as ice cream and procreates the stereotypical views associated with women and chocolate.”*

## **THE DETERMINATION**

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

The Board noted the advertiser’s submission that ‘Any reasonable adult viewer would see the parody and absurdity of the scenario and if viewing in the company of a child could point this out.’

In its own view, the Board determined that the material did not represent violence as represented in the Code and that it did not otherwise contravene the Code.

Accordingly, the complaint was dismissed by the Board.