



CASE REPORT

1. Complaint reference number	264/03
2. Advertiser	Simplot Australia Pty Ltd (Chiko Rolls)
3. Product	Food
4. Type of advertisement	Cinema
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 cinema advertisement opens with an announcer's voice over a blank screen saying: "While you are waiting for the film, take this simple quiz." When the announcer asks "What's this?" a graphic appears on screen, explained as "Obviously, it's a Mexican on a bike." A second graphic is described as "Another easy one. It's a Mexican on a bike riding one-handed while holding a new Mexchiko." This is followed by a photographic representation of a motorcycle rider wearing Mexican apparel and with a Chiko Roll protruding from his lap, ahead of a close-up of a Mexchiko roll in his hand. As the announcer continues to describe the product, the view changes, first to a female model on the motorcycle, and then a close up of the woman holding the roll close to her mouth, with the announcer saying: "Very tasty." The advertisement ends with a voiceover-supported graphic reading: 'Mexchiko. It's a bit of a handful.'

THE COMPLAINT

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

"I find it offensive because of its extremely vulgar sexual innuendo...I believe the ad is aimed chiefly at teenagers. It is just one more example of the increasing sexual content used as a crude and powerful pressure in advertising to our young people."

"Sexual relations are a beautiful part of life and to cheapen them by isolating them from their relational context and using them to sell a food product is to cheapen all of us as sexual beings... When I eat a Chiko Roll, I do not want to have an image of implied fellatio attached to the experience... While it is true that some women in poorer countries are forced to prostitute themselves in order to live, to portray such women as being sexually available, as one done in this advertisement, is to join in exploiting them..."

THE DETERMINATION

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

In addition to noting the advertiser's advice that the advertisement was intentionally placed before movies with an M rating 'in order to more effectively reach our intended target audience and avoid younger viewers,' the Board noted advice from the cinema advertising company that 'during the school holidays period we restricted all Chiko Rolls (advertisements) to only run with MA and R rated films.'

The Board determined that the advertisement did not contravene the provision of the Code relating to the portrayal of sex, sexuality and/or nudity.

On further consideration that the material did not offend any other provision of the Code, the Board

dismissed the complain t.