



CASE REPORT

1. Complaint reference number	266/01
2. Advertiser	Peters & Brownes Group (IC Chill)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement features a young male construction worker dreaming about young women consuming IC Chill drinks in construction site scenes: a large-breasted young woman asks him, “Is this stack big enough for you, Steve?”; three young women approach him in turn saying, respectively, “Nobody lays like you, Steve,” “Is this stack big enough for you, Steve?” and “Hi, Steve, you are working under me tomorrow.” The dream sequences are interrupted by a workmate offering Steve an IC Chill drink, saying: “You need a hit to wake you up.”

THE COMPLAINT

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

“It is extremely offensive and sexist...it’s just in really poor taste and I would imagine degrading to women.”

“Firstly, it is sexist in its representation of women as purely sexual objects...The blatant use of sexual references is also unacceptable...The fact that the advertisers chose to present this as a fantasy of the male worker does not mitigate the offensiveness of the portrayal of women as sexual objects and working men as sexist, chauvinistic and ignorant.”

THE DETERMINATION

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

In the opinion of the Board, most people would regard the advertisement as humorous, and it determined that its content did not breach the Code in relation to the portrayal of sex/sexuality/nudity nor in terms of its provisions relating to discrimination and/or vilification.

Further finding that the content of the advertisement did not contravene any other areas of the Code, the Board dismissed the complaint.