



CASE REPORT

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| 1. Complaint reference number | 269/05 |
| 2. Advertiser | Valcorp Fine Foods (Lavazza) |
| 3. Product | Food |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 October 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement is an advertisement for Lavazza coffee. The advertisement has a “circus” theme. In the foreground of this image stands a woman wearing a silver bikini, holding a cup of Lavazza coffee. In the background is the stereotypical “strongman”, chained and hanging upside down. The Lavazza logo and the words: “*Espress yourself*” appear in white font against a blue background at the bottom of the advertisement.

THE COMPLAINT

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

“... The woman in the advertisement appears to be selling her body and sex, rather than coffee... Children will gain the impression that this type of behaviour is acceptable social conduct – that it is condoned by the community, of which they are a part. Appropriate social conduct is no different to other elements of the moral code which should support good behaviour, honest financial dealings, etc. What are we teaching our young by allowing such obvious displays of sultry behaviour in a public setting, which no doubt provides a clear message of silent community condonement of the public display of this type of behaviour... It comes down to maintaining the good moral fibre of ourselves and our community. This is becoming increasingly difficult due to the bombardment of this kind of sultry and explicit advertising.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“These visuals are part of a circus theme that makes up the 2005 Lavazza Calendar, and given that the theme is carnival/circus, there is an expectation of “beyond the norm” visuals. Based on this, these visuals are being judged out of context because if you view them in context, they are not at all offensive but rather aspirational with a hint of fantasy. In summary, all the visuals support the circus theme and are part of a campaign.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that the advertisement was one in a series of advertisements that have a circus theme. The Board took this theme into consideration when determining whether or not the advertisement contravened the provisions of the Code relating to sex, sexuality and nudity.

In the context of the campaign, the Board considered that the majority of people would not find this

advertisement offensive.

The Board noted that the advertisement did not contain any nudity and that the images were not overly graphic in that they did not expose the breasts or genitals in any way.

The Board was of the opinion that the depiction did not contravene the provisions of the Code relating to the portrayal of sex, sexuality or nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.