



## **CASE REPORT**

1. Complaint reference number	270/02
2. Advertiser	Unilever Australasia (Streets Magnum Cone)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 November 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement portrays a group of young women being trained as ‘1-900’ call centre operators. The trainer displays an image of a Magnum ice cream, saying: “Ladies today we learn the secret of how to be a great 1-900 operator. The Magnum cone...far superior to any other cone...a staggering 20% bigger...handy for those long calls...thick Magnum chocolate...real ice cream...just check out those nuts.” One of the trainees begins to snigger and is reprimanded by the trainer, who continues to explain: “Phrases such as ‘you’re so big’ and ‘oh how I love it’ will simply roll off the tongue.” Three young female trainees are subsequently seen eating ice cream cones before one of them is shown looking directly at the camera and saying: “Call me, call me now” in the manner of some late night advertisements. Text appears on screen giving information on call rates and conditions, together with the words: ‘MAGNUM CONES - Adults Only.’

## **THE COMPLAINT**

Comments which the complainant/s made regarding these advertisements included the following:

*“...The sexual references and connotations to this ad seem vulgar when linked to an ice cream...”*

*“...This kind of advertising is absolutely disgusting to me and I was horrified at the extreme bad taste of the time it went to air...”*

*“...why should the men have to put up with statements relating to ‘nuts.’ The men in my family and also the guests we had at the time all agreed that...this advertising was very sexist towards men...”*

## **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 believed that the majority of viewers would see the obvious humour in the advertisement, and determined that it did not contravene the Code in relation to the portrayal of sex/sexuality and/or nudity.

It further found that the content of the advertisement did not breach the Code on any other grounds and, accordingly, dismissed the complaint.