



CASE REPORT

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| 1. Complaint reference number | 278/04 |
| 2. Advertiser | Nestle Peters Ice Cream (Drumstick - loaded) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Causes alarm and distress to children |
| 6. Date of determination | Tuesday, 12 October 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a male and female couple during a night at home for dinner. All of the interactions between the couple are fastforwarded except when he gets a Nestle icecream from the freezer and when the female is seducing him. The tagline is “Drumstick – Loaded. Only the best bits.”

THE COMPLAINT

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

“I find this ad offensive as it is suggesting the best bit about a girlfriend is related to sex. I think it encourages negative attitudes towards women and encourages objectification.”

THE ADVERTISER’S RESPONSE

At the time of making its determination, the Board had not received a response from the advertiser.

THE DETERMINATION

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

The Board were of the view that in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to alarm and distress to children.

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