



CASE REPORT

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| 1. Complaint reference number | 284/03 |
| 2. Advertiser | Riviana Foods Pty Ltd (Sharwood's Curry Paste) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 September 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

Two television advertisements reviewed by the Board both feature a male using Sharwood's Curry Paste in preparing a meal for sharing with a female partner. As he carries the plates of food to the table where the woman is waiting, he is revealed by a rear view to be wearing no trousers or underwear under his chef's apron.

THE COMPLAINT

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

"We see his naked rear-end (bottom) as he places the Sharwoods meal he has cooked on the table for himself and his wife/partner. It is offensive for my children to view this (I have 2 children at preschool) as they are involved in helping to prepare meals and have dinner at the table and have asked me why the man is not wearing any pants."

THE DETERMINATION

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

Noting the advertiser's submission that it had done 'everything possible' to ensure the UK-produced television commercial met the requirements of the Advertiser Code, the Board considered that most people would recognise the intended humour.

The Board determined that the depiction did not offend the Code in relation to the portrayal of sex, sexuality and/or nudity, and further found that it did not contravene the Code on any other grounds.

Accordingly, the complaint was dismissed.