



CASE REPORT

1. Complaint reference number	290/04
2. Advertiser	Unilever Australasia (Streets Cornetto)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Race – section 2.1
6. Date of determination	Tuesday, 9 November 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a group of friends eating Streets Cornetto ice creams. A Japanese chef takes the ice cream from one of the friends and cuts it into perfect slices distributing them to all those around him. The Japanese Chef points out that the sauce runs all the way to the bottom of the cone. The tagline is “No Boring Bits.”

THE COMPLAINT

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

“This commercial is racist.”

“Many racist clichés and stereotypes strung together.”

“The ads implies that it is acceptable to apply stereotypes to people on the basis of their ethnicity. And this is unacceptable. The ad perpetuates racial stereotypes for no better reason than to sell ice cream.”

THE ADVERTISER’S RESPONSE

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

“This advertisement was designed to showcase the new Streets Cornetto product – which includes as its major selling point, the fact that sauce now runs from the top to the bottom of the cone – in a fun and entertaining way. A Teppanyaki character was chosen as a unique and exciting way of highlighting these product benefits to the target audience of 16-24 years. The Teppanyaki chef skillfully chops the Streets Cornetto, enabling a clear demonstration that the sauce runs throughout the body of the cone.”

THE DETERMINATION

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

The Board was 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 discrimination (ethnicity).

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