



CASE REPORT

1. Complaint reference number	303/03
2. Advertiser	Nestle Australia Ltd (Cappuccino)
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, 14 October 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens with a young man sitting down in a lounge room with a group of people whilst he is drinking a cappuccino. As he drinks the cappuccino the froth sticks to his upper lip and nose. A young woman who sits opposite him notices this and attempts to alert him by suggestively licking her upper lip. The man looks up at her surprised, misinterpreting her intentions. This exchange is repeated several times. Eventually the woman stands up and approaches the man and places a napkin over his mouth. The napkin sticks to his face. The camera then cuts to a picture of the packaged products and a voice over says, “New Nescafe Cappuccino, deliciously frothy coffee”.

THE COMPLAINT

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

“...very suggestive and offensive to me and my children. I am very disillusioned...with the lowering of standards we are now seeing...”

“...The ad had definite sexual undertones and in my opinion far too much innuendo for such a family orientated timeslot.”

THE ADVERTISER’S RESPONSE

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

“In our view the advertisement does not contravene section one and two of the Code”.

THE DETERMINATION

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

The Board noted that the advertisement was intended to be humorous and would be interpreted so by the majority of viewers. The humour is conveyed through the man’s misinterpretation of the message the woman is trying to give him. The Board found that the material did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, nor on any other grounds.

Accordingly the complaint was dismissed.