



CASE REPORT

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| 1. Complaint reference number | 323/07 |
| 2. Advertiser | Unisnack Pty Ltd (Pitos) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 October 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

There are two television advertisements, one of which opens on a bored-looking young couple sitting on a sofa staring blankly at a TV screen. A male voiceover explains "Julia and Steve's snack life is on the rocks, but these new tasty Pito's potato chips will give them all the spice they need". As they both eat the chips, Julie suddenly grabs Steve and with him laid on his back on a table, tempts him with a chip. The man is then seen kneeling on the floor with Julie astride his back hitting him on the buttocks, and then holding his legs like a wheelbarrow as he eats chips from the coffee table with his mouth. The voiceover concludes "Pito's potato chips. Spice up your snack life."

The second advertisement features two couples in a living room sitting opposite each other as a male voiceover explains "Gordon and Rochelle's snack life has become dull" at which the second couple take out a packet of Pito's potato chips and share them around. The couple start teasing and feeding each other with the chips.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I have seen only two of the ad types and both have obvious sexual connotations with the people involved (male and female) portraying sexual positions.

How disgusting that an advertiser is allowed to not only imply sexual connotations, particularly during the day when children may be around, but also to blatantly simulate sexual positions with the man and woman. This advert is going to far and should never have been allowed to air.

...featured several simulated sex acts.

THE ADVERTISER'S RESPONSE

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

The aim of the Pitos advertisements is to both inform and entertain. Considerable care has therefore been taken to ensure that they meet all guidelines as determined by the AANA Advertiser Code of Ethics. As Pitos advertisements have been granted a PG rating, they will only be screened during programs rated PG or higher e.g. P.G., M, M.A and AV. Pitos advertisements will therefore not be screened in time slots rated General, Children and Pre-school Children.

The actors are all well dressed and at no instance is there any nudity or even a hint of inappropriate dress style. The story line depicts humor, fun and a bit of silliness. The music is quirky/comical rather than sleazy.

THE DETERMINATION

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

The Board noted the complainants' concern that the advertisements were sexually suggestive and depicted couples in sexual positions.

The Board noted that the advertisements did play on the concept of spicing up a boring sex life in referring to spicing up people's snack food lives. The Board considered that there was sexual innuendo in the advertisement but that this innuendo would be obvious only to adults. The Board noted that the advertisement was playful and comical and that there was not a sleazy or confrontingly sexual feel.

The Board noted that the actors in the advertisement are fully clothed and that the suggestions of different sexual positions or partners were targeted to adults - not appealing or attractive to children. The Board noted the PG rating of the advertisement and considered that the sexual references were sensitive to the relevant timezone and did not breach section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.