



CASE REPORT

1. Complaint reference number	324/01
2. Advertiser	Unilever Australasia (Streets Ice Cream - Strawberry Blonde Magnum Cone)
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 December 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

The television advertisements portray a man sitting on the bonnet of a car, eating the product which melts and runs down his fingers. A woman enters the scene and is shown, from a distance and back to camera, bending before the man. From another camera angle, she is shown to be licking the ice cream from both his fingers and the cone. As she smiles and walks away, the man glances with a look of surprise towards her, his mate and the ice cream in his hand. In a longer version of the advertisement, the scene is witnessed by school children and, as the woman leaves, she calls to the group, 'Come along, class.' Both versions conclude with a graphic of the product and a voiceover, 'New Magnum Cone. The Adults Only Cone.'

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

'It does not take much imagination to realise the ad is simulating oral sex I think this ad is very sexually suggestive and in extremely poor taste.'

'I found it most embarrassing to be sitting in front of my TV with my children and my elderly father, and be confronted with this advertisement. More to the point, I found it infuriating that I am powerless to block such material in my own home.'

'The scene is full of sexual connotations and I believe the ad should not be shown in prime time, it might be more suitable for a much later time slot.'

'Child protection issues are not being addressed. This ad also degrades teachers and women in general.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breach Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board determined that, when considered on the basis of its actual content, the material within the advertisements did not breach the Code in relation to its portrayal of sex, sexuality and/or nudity; neither did it constitute discrimination or vilification.

The Board, accordingly, dismissed the complaint but was of the view that the classification of the advertisements should be referred to the Federation of Australian Commercial Television Stations (FACTS)