



CASE REPORT

1. Complaint reference number	355/99
2. Advertiser	Nestle Confectionery (Life Savers)
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 November 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a pair of ‘Ken and Barbie’ style dolls. The male doll says “Honey, these past few weeks you’ve seemed a little cold towards me. Dare I say, expressionless. Well, I have something to give you” as he reaches into the pocket of his shorts. The female doll looks down and says “Oh! It’s so big”. The male doll then holds up a life saver and says “Yes. I’ve been saving it for you. Darling, will you marry me?” The female doll says “Yes, oh yes” as they lean towards each other in an embrace. In the final scene, their clothes are shown being thrown on the ground as voiceover says “Life savers. Get a hole lot more”.

THE COMPLAINT

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

“I find it suggestive in the light of it being kids’ toys ... totally unnecessary and offensive.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the depiction of the two dolls within the advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.