



CASE REPORT

1. Complaint reference number	364/99
2. Advertiser	New Zealand Natural Pty Ltd
3. Product	Food
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Thursday, 7 December 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement comprises a photograph of a man and a woman, seen in rear view, running on a beach towards the water. Both are naked and appear to have just discarded their clothes on the sand. To the side of the photograph are the words ‘Enjoy what comes naturally ... New Zealand Natural ice cream’ together with an image of an ice cream cone.

THE COMPLAINT

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

“Myself and several residents of the street are strongly offended by the nudity in the advertisement ... the billboard is approximately 500m from a primary school and school buses drive past it on a daily basis.”

“If we are to watch a movie it has a rating as the content of it, eg. nudity. This billboard has no such warning.”

“This particular hoarding is designed to hold attention for too long and presents a dangerous risk. It is based on premeditated temptation of the vehicle driver’s attention

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 was of the view that the depiction of the man and woman within the advertisement did not contravene community standards in its treatment of sex, sexuality or nudity and therefore did not breach the Code on this or on any other ground. The Board, accordingly, dismissed the complaint.