



CASE REPORT

1. Complaint reference number	369/00
2. Advertiser	Arnott's Biscuits Ltd (Tim Tam)
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, 13 February 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays, seated on a sofa, two women in pyjamas and a bare chested man wearing an 'Afro' hairstyle and jewellery. A coffee table containing a packet of Tim Tam biscuits is before them. The women are slurping drinks from mugs using the product in place of straws and are glancing from the corner of their eyes towards the man who seated between them. 'What are you thinking about?' asks one woman of the other. 'Nothing', she replies. 'Yeah, me too', says the first woman. The man squirms and conjures a cushion which he places on his lap. The advertisement concludes with a shot of the product on the coffee table and the sounds of the women giggling.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

*'..... I wish to know when **fellatio** became an acceptable subject matter for advertising? The ad is provocative and heavy with innuendo.'*

'I am married with a young daughter and I feel that my family should not be exposed to this on free to air television with open access.'

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 determined that the material within the advertisement did not contravene prevailing community standards in its portrayal of sex/sexuality/nudity and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.