



CASE REPORT

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| 1. Complaint reference number | 375/06 |
| 2. Advertiser | George Weston Foods Pty Ltd (Noble Rise) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 October 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features what appears to be a couple frolicking on the beach, until a closer shot reveals the man is playing with a life-size rag doll. A voiceover announces “This is Maggie Norton. Well, it could be Maggie, as long as she finds the energy to go to that dinner party next Friday.” Shots appear of the couple enjoying a beautiful romantic island holiday, on a boat, taking photos...” That’s where she’ll meet Antonio – the love of her life!” Antonio is shown throwing Maggie into the ocean and diving in after her. As he spins her around on the beach the shot dissolves into the real Maggie in a kitchen, taking a bite from a Noble Rise sandwich. The voiceover continues “Fortunately for Maggie, Noble Rise will give her just the vitality she needs. It’s made with the goodness of whole grains...to help her rise to the occasion.”

THE COMPLAINT

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

...pretending a dummy is real and doing sexual acts with it

One man can throw a female (be it stuffed) around a beach then being able to throw it into the water with miss treatment and the intent of having sex in the water.

THE ADVERTISER’S RESPONSE

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

The rag doll featured represents Maggie Norton, the woman that we see at the end of the commercial. Initially she is seen as a lifeless rag doll because the doll is in a setting that represents an opportunity that Maggie Norton will have. She will have this opportunity because she gets the energy to embrace situations in life by eating Noble Rise bread.

The rag doll was used in good humour, a light-hearted way of portraying someone’s potential opportunity. The particular scenario chosen is intended to be a tongue in cheek dream sequence, in good fun and in good humour.

The use of the rag doll was in no way intended to represent a sexual opportunity or depict mistreatment of women.

THE DETERMINATION

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

The Board considered whether the advertisement contravened section 2.3 of the Code dealing with sex, sexuality and nudity.

The Board noted that the dummy/rag doll used in the advertisement looks somewhat, but not completely, like a blow-up sex doll. However the Board also noted that much of the advertisement was taken up with the male character in the advertisement frolicking and kissing on the beach with the rag doll, rather than engaging in overtly sexual acts.

The Board noted that the advertisement's depiction of the man with the doll was a humorous depiction of stereotypical romantic events that could occur if the woman in the advertisement consumes the advertised product.

The Board agreed that there are some sexual undertones in the advertisement but that these were humorous. The Board considered that there was no depiction or implication that the man was having sex with the doll. The Board agreed that the sexual undertones in the advertisement were humorous and not insensitive to the relevant audience.

The Board also considered whether the ad depicted violence or condoned violence against women. The Board noted that the advertisement was intentionally surreal and humorous and did not agree that the advertisement depicted or condoned any notion of violence against women (due to the rag-doll being thrown around). The Board noted that the context of the woman being thrown into the water was a dream-sequence of a woman with 'the love of her life' in a consensual, romantic setting on a tropical beach.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.