



CASE REPORT

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| 1. Complaint reference number | 377/00 |
| 2. Advertiser | Douwe Egberts Australia (Moccona Mystique) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2
Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, photographed in black and white, portrays a woman entering a restaurant who is sent a note by a male diner via a waiter. The woman slaps the waiter across the face; he returns, slaps the man and shrugs. Another message is sent and the woman throws water over the waiter who returns to the man to do likewise. Again, the waiter shrugs. A third message is sent, the woman kisses the waiter who returns to the man, stands before him and looks sheepish. The advertisement concludes with a shot of the woman sitting on a sofa, smiling and holding a cup and saucer as a voiceover says, ‘Moccona Mystique. For lovers. Of coffee.’

THE COMPLAINT

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

‘With violence being acted out on our streets amongst today’s youth I feel this particular advertisement conveys a rather dysfunctional message.’

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, in light of its contextual humour, that the material within the advertisement would not offend community views and standards and did not contravene the Code on any ground. The Board, accordingly, dismissed the complaint.