



CASE REPORT

- | | |
|-------------------------------|--|
| 1. Complaint reference number | 389/06 |
| 2. Advertiser | Nestle Australia Ltd (Kit Kat – honeycomb) |
| 3. Product | Food & Beverages |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 October 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a blond woman wearing a “bee” outfit – black and yellow striped bikini, wings, antennae and a stinger tail. She is holding a Kit Kat Honeycomb bar towards to viewer. “Want some honey?”

THE COMPLAINT

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

The ads feature busty women with their cleavage hanging out.

I just think it is sexist and not what I would have expected from nestle, especially since their main purchasing group are female.

THE ADVERTISER’S RESPONSE

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

The new KIT KAT campaign portrays 2 attractive females in "Bee" and "Baker" costumes which strongly help to portray the new flavours (Honeycomb and Cookie Dough) in a manner which is neither indecent nor inappropriately sexual.

The female talent was chosen based on their appeal to a male target, however we do not believe the creative has "crossed the line" in terms of the sensitivity required by Section 2 of the Code.

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 the sections of the Code dealing with discrimination, in this case, against women.

The Board viewed the advertisement and agreed that the advertisement used the image of an attractive woman to attract male customers, but also agreed that this of itself did not constitute discrimination against or vilification of woman.

The Board also determined that the image of the woman’s bust was not inappropriately sexual.

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