



CASE REPORT

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| 1. Complaint reference number | 390/03 |
| 2. Advertiser | Nestle Ice Cream (Peter's Heaven Truffle) |
| 3. Product | Food |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 November 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a woman lying naked on her stomach in a giant sized chocolate ice cream.

THE COMPLAINT

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

“I understand that the ad may attract attention and boost sales, but in my opinion it’s indecent... Teenagers and society as a whole will be adversely affected by nudity of this sort.”

“I find this both demeaning and exploitative of women”

“... degrades women and femininity to a materialistic status”

“...the image displays the woman as a consumable”.

THE ADVERTISER’S RESPONSE

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

“It is not our intention to be explicitly sexual but rather sensual”.

THE DETERMINATION

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

The Board noted that the advertisement was not overtly sexual.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex, sexuality or nudity.

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