



CASE REPORT

1. Complaint reference number	413/03
2. Advertiser	Unilever Australasia (Streets Magnum Adulterberry)
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, 9 December 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a half unwrapped magnum ice-cream with the word ‘Adulterberry’ above it, and the words “Give into it” below.

THE COMPLAINT

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

“The caption on this ad is ‘Give into it’. I find this offensive because it appears to be saying adultery is ok.”

THE ADVERTISER’S RESPONSE

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

“The objective of the creative was to tantalize or tempt consumers. The advertisement was intended to allow consumers to engage in a love affair with their favourite ice cream.”

“We are communicating to consumers to ‘give in’ to the temptation of and indulge in a Streets Magnum.”

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 majority of viewers would see humour in the advertisement.

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

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