



## **CASE REPORT**

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| 1. Complaint reference number | 428/99   |
| 2. Advertiser                 | United Distillers & Vintners Aust Ltd (Baileys Original Irish Cream) |
| 3. Product                    | Alcohol  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3                      |
| 6. Date of determination      | Tuesday, 8 February 2000   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a woman in a bar scene putting down her glass of Baileys Irish Cream as she commences to play a game of pool while three men look on. As she finishes her shot, she returns to her glass to find that it is empty. She then slowly kisses each of the three men in turn, apparently tasting their mouths to ascertain which of them finished her drink. The advertisement concludes with the words ‘Indulge your senses’ superimposed on the screen.

## **THE COMPLAINT**

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

*“Even though there is no obscenity, it clearly conveys the message that ‘stylish girls can kiss many men in order to outwit them’ even though for a trivial matter ... I feel the passionate way with which she kisses those men devalues a very intimate part of human relationship and encourages promiscuity.”*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the depiction of events within the advertisement did not contravene community standards in its treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.