



CASE REPORT

1. Complaint reference number	496/06
2. Advertiser	Suntory Aust Pty Ltd (Frangelico)
3. Product	Alcohol
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 December 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement depicts a woman's open mouth holding a hazelnut between her teeth. Frangelico hazelnut liqueur is dripping from her mouth into a glass containing the product, ice and slices of lime. Text reads "Essenza. Frangelico and a squeeze of fresh lime over ice." also included are the words "The essence of a good night is drinking responsibly."

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Maybe some stupid advertising executive thinks it's clever to use a woman's sexual organs to advertise their pathetic products, but it looks revolting and is offensive.

THE ADVERTISER'S RESPONSE

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

(The complainant) is correct in suggesting the creative is of a women's mouth - creative shows nose, red lips and teeth which enforces this. The complainant however is incorrect in suggesting the creative is 'positioned so as to strongly resemble a vagina dripping some sort of brown substance'

The advertising campaign is aimed to capture the brand's intrigue and indulgence using a core brand idea of the 'essence of hazelnut' to bring the Frangelico experience to life. It is the hazelnut, not the body parts that is the key element of the campaign art. The use of the beautiful lips and body parts are used as a means to extract the hazelnut essence to create intrigue and sensuality. The dripping essence conveys indulgence and gives a reason to include a drink in the visual which enforces our message to consumers on 'how to enjoy Frangelico'.

The advertising campaign draws cues from fashion and perfume categories, which we felt captured an appreciation for women's beauty and sensuality. In the same way these categories use women's beauty to appeal to women, we wanted women in the Frangelico campaign to appeal to our female target.

THE DETERMINATION

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

The Board did not agree with the complainant's contention that the mouth depicted looked like a

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