



CASE REPORT

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| 1. Complaint reference number | 52/06 |
| 2. Advertiser | Jenny Craig Weight Loss Centres Pty Ltd (Couch) |
| 3. Product | Other |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 14 February 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement begins with a camera scanning a woman's body lying on a couch, from golden-shod feet to black sexy dress. The woman is moaning ecstatically and it is revealed that it is actress and Jenny Craig spokeswoman, Kirstie Alley, enjoying a Jenny Craig meal. As the camera focuses on her face and upper body Kirstie says "Whatt!!!? I'm not cheating. Jenny lets me eat Chicken Fettucine...even cakes. And I've lost over 25 kilos".

THE COMPLAINT

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

You are made to feel as if you have a dirty mind. Like – what did you think I was doing? I was only eating.

The whole setting is one of porn, the candles, the black stocking and the sound effects.

The camera moves up her leg to the sound of erotic moaning.

THE ADVERTISER'S RESPONSE

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

Barry White music is playing in the background, while we hear Kirstie slurping at her food, and thoroughly enjoying it. This was set up not to offend, but to highlight the delicious taste of Jenny Craig food.

We believe we have treated the use of sexuality with sensitivity. Kirstie Alley is not scantily-clad, she is not in "bedroom" attire, nor is she wearing stockings, we have not made out that there is a male in her company.

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 there was a portrayal of sexuality in the advertisement. It considered that the advertisement did have sexual overtones but that they were treated with sensitivity and with humour as to the enjoyment factor that can be obtained from the food. The Board considered that it was clear from early in the advertisement that the advertisement was for a weight loss program and did not consider that the advertisement was inappropriately sexual..

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

dismissed the complaint.