



CASE REPORT

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| 1. Complaint reference number | 54/02 |
| 2. Advertiser | Peters & Brownes Group (Connoisseur Ice Cream) |
| 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, 12 March 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement comprises a groin-to-neck photograph of a naked male, arms crossed over his chest, with a superimposed graphic representation of a Connoisseur Ice Cream tub and a caption reading: ‘You’ll Never Go Back.’

THE COMPLAINT

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

“I find this ad obscene nearly, all in the nude in public.”

THE DETERMINATION

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

The Board determined that, within the context of prevailing community standards, the advertising material did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity.

On further determination that the advertisement did not breach any other area of the Code, the Board dismissed the complaint.