



CASE REPORT

1. Complaint reference number	59/01
2. Advertiser	United Distillers & Vintners (Aust) Ltd (Stoli Lemon Ruski)
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, 10 April 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement depicts two heavily clothed people in a kissing embrace in an outdoor setting, with one of the pair holding a bottle of Ruski vodka. The accompanying text reads *‘Dmitri and Vladimir. 6.52am. Lenin Square . All Genuine Russian Vodka. Ruski.’*

THE COMPLAINT

Among complainant comments in relation to this advertisement are the following:

‘This kind of advertising may pass without comment in Kings Cross or Oxford Street but is absolutely unacceptable on a suburban street.’ ‘If this company wishes to highlight the activities of minority groups, I suggest it confines itself to ethnic, rather than sexual activities which are better exercised in private.’

THE DETERMINATION

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

The Board was of the view that the scene depicted within the advertisement did not contravene prevailing community standards with regard to the provision of the Code relating to the portrayal of sex/sexuality/nudity. The Board also determined that the advertisement did not breach the Code on any other grounds and, accordingly, dismissed the complaint.