



CASE REPORT

1. Complaint reference number	61/01
2. Advertiser	Unilever Foods (Streets Ice Cream - Blue Ribbon Extras)
3. Product	Food
4. Type of advertisement	TV
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 television advertisement opens on a woman eating ice cream with a caption of *'one can play,'* before showing the woman sharing the ice cream with a man over a caption of *'two can play,'* and then the face of a second man with the caption *'can three play?'* It then shows four flavours of the Blue Ribbon Extras ice cream with the caption *'foreplay.'*

THE COMPLAINT

Comments made by complainants included:

'Blue Ribbon are inferring that the woman is about to have group sex' ... 'Foreplay is up on the screen and leaves no doubt what we're expected to think is about to happen.'

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 determined that the scenes making up the advertisement did not contravene prevailing community standards in their portrayal of sex/sexuality/nudity, and that the advertisements did not breach the Code on this or any other ground. Accordingly, the Board dismissed the complaint.