



CASE REPORT

1. Complaint reference number	79/03
2. Advertiser	Unilever Australasia (Streets Magnum Sixties Nine)
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, 8 April 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement opens on what appears to be a female arts student working on a project. She turns the head of a mannequin, and places its arm around another before carrying yet another to a new position. As she continues creating a tangle of mannequin torsos and arms, the view changes to a street scene where a woman is evidently shocked by what is revealed as a window dresser creating a mannequin orgy in the window of a department store. A superimposed caption reads: ‘Take Another Bite At The Sixties,’ with a voice-over adding: “Take another bite at the Sixties with Nine Retro Magnums.”

THE COMPLAINT

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

“...why must we resort to using sex for selling an icecream which is so simple that it sells itself anyway?”

”I do not think this type of advertising is appropriate regardless of the time slot or the product being advertised, let alone ice cream.”

“I am only in my early 30s and I find this ad disgusting and in bad taste.”

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, having regard to prevailing community standards, this advertisement did not contravene the provisions of the Code relating to sex, sexuality and/or nudity.

Following a further determination that the material did not breach the Code on any other grounds, the Board dismissed the complaint.