



CASE REPORT

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| 1. Complaint reference number | 81/03 |
| 2. Advertiser | Nestle Australia Ltd (Kit Kat Chunky Caramel) |
| 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 television advertisement opens on a domestic living room scene where a young man is eating a Kit Kat Chunky Caramel bar while reading a magazine. He pauses at a double-page spread of a car, which he proceeds to kiss. When page sticks to his lips, he pulls at it, separating it from the magazine and revealing pictures of female limbs on the reverse of the double-page spread just as his girlfriend enters. She hits him over the head with the remainder of the now-discarded magazine and leaves the room, leaving the man looking bemused. The advertisement ends with a view of the product and a caption-supported voiceover stating: “New Kit Kat Chunky Caramel. It’s the big sticky finger.”

THE COMPLAINT

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

“Kit Kats are for children. The ad depicts a man getting his mouth stuck to a magazine page where the image displayed is of two women, with the caption Sticky Fingers. You try explaining this to a 12-year-old girl.”

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 noted the advertiser’s view that ‘...this ad in no way degrades women, and is merely having a laugh at the guy’s expense.’

Finding that the material did not constitute a portrayal of sex, sexuality and/or nudity as represented in the Code, and that the advertisement did not contravene any other area of the Code, the Board dismissed the complaint.