



## **CASE REPORT**

1. Complaint reference number	83/01
2. Advertiser	Unilever Australasia (Streets Ice Cream - Magnum Classic)
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 May 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement opens with a couple walking along a beach. They embrace, and the man's hand is seen touching the woman's leg. She whispers inaudibly in his ear and he runs to a vending machine at a nearby café. When he finds he has only one coin on his person, he pauses, then buys a (Streets Magnum Classic) ice cream rather than the initially-intended purchase. He eats the ice cream and a voiceover says, 'Magnum from Streets. Life's all about priorities.'

## **THE COMPLAINT**

Comments by complainants in relation to this advertisement included the following:

*'The nature of this ad, if you didn't know, was of a man motioning to have sex on the beach with his girlfriend, feeling her up a bit. When she points out that he needs to buy a condom first, he runs to the condom vending machine, but prefers to buy an ice cream.'*

*'I was greatly disturbed to have my 6 year olds exposed to the Magnum advert during the screening of the Wizard of Oz .....*

*'..... a lewd, sexually suggestive and totally inappropriate commercial for this timeslot and associated program. .... we must have some standards.'*

## **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 material within the advertisement did not contravene prevailing community standards in relation to its portrayal of sex/sexuality/nudity; neither did it contravene the Code on any other ground. Accordingly, the Board dismissed the complaint.

.../2

## **Complaint reference number 83/01 Page 2**

In reaching its determination, the Board noted that the advertisement, having a PG rating, was permitted to be broadcast after 7.30 p.m during a G-rated programme. The Board further noted the advertiser's apology that, in this case, the advertisement was shown during a children's movie and its assurance 'that this will not happen in the future'.