



CASE REPORT

1. Complaint reference number	83/02
2. Advertiser	Unilever Australasia - Streets Magnum Ice Cream 'Greed'
3. Product	Food
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 9 April 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a view of a graffiti-marked charity clothing bin. A woman enters the scene and, after looking around apparently to see if she is being observed, reaches into the bin and removes a garment which she stuffs into a shoulder bag before departing. As she leaves, the word 'Greed' is superimposed and a female announcer says: "Greed. Give into it." The advertisement concludes with a depiction of a Magnum Ice Cream and a graphic reading: 'Streets Magnum 7 Deadly Sins.'

THE COMPLAINT

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

"This ad tells children and adults it is alright to steal from charity bins for Streets – Magnum Ice Cream."

"We are of a view that the advertisement is not in the community interest, seeks to legitimise theft and encourages such activity as being 'acceptable.'"

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 intended humour in the advertisement and determined that it did not offend the Code on any grounds.

Accordingly, the complaint was dismissed.