



CASE REPORT

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| 1. Complaint reference number | 85/02 |
| 2. Advertiser | Unilever Australasia - Streets Magnum Ice Cream 'Revenge' |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 9 April 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a couple dining in a restaurant when a second woman enters and greets the man. Behind his back, the second woman signals to the man's dining partner, using a finger and thumb to indicate something small. As she departs, the word 'Revenge' is superimposed and a female voice says: "Revenge. Give into it." The advertisement concludes with the depiction of a Magnum Ice Cream and a graphic with text reading: 'Streets Magnum 7 Deadly Sins.'

THE COMPLAINT

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

"A girl showing a blokes date what a little penis he's got...detrimental to boys..."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

Noting the intended humour in the advertisement, the Board determined that the content did not constitute a breach of the Code in relation to the portrayal of people.

It further determined that, under prevailing community standards, the advertisement did not contravene the Code on any grounds. Accordingly, the complaint was dismissed.