CASE REPORT

1.	Complaint reference number	91/02
2.	Advertiser	Unilever Australasia - Streets Magnum Ice Cream 'Lust'
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, 9 April 2002
7.	DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a side view of a green sedan car. As the camera angle pans to the front, it becomes apparent that a man is underneath the vehicle. With a toolbox to the side of the car, he is portrayed making grunting noises, with his trousers around his ankles and his legs shaking. The word 'Lust' is superimposed as a female announcer says: "Lust. Give into it." The advertisement concludes with the depiction of a Magnum ice cream and a closing graphic reading: 'Streets Magnum 7 Deadly Sins.'

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement

included the following:

"This ad features a man under a car and contains sexual inference. I find this ad sick and disgusting."

"Maybe the person who approved this ad enjoys having sex with their car. If so, I would suggest they seek professional help as that is not regarded as normal behaviour in our society."

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 advertiser's voluntary restriction of the television commercial to screenings after 9.30pm, the Board considered that under prevailing community standards, the majority of people exposed to this advertisement would regard it as humorous.

The Board determined that the material did not offend the Code's provisions relating to the portrayal of sex, sexuality and/or nudity.

It further determined that the advertisement did not breach the Code on any other grounds and, accordingly, dismissed the complaint.