



CASE REPORT

1. Complaint reference number	92/02
2. Advertiser	Unilever Australasia - Streets Magnum Tub
3. Product	Food
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 9 April 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features two photographs of an open Magnum Tub chocolate-topped ice cream, one with the container surrounded by bent spoons and the other with the chocolate apparently cracked by an accompanying ice pick/scoop tool. Accompanying text reads: 'Having trouble getting into a Magnum Tub? Send us two barcodes and we'll send you the right tool.' Subsidiary text details the offer of the ice cream ice pick/scoop to the first 4,000 Coles customers to send in two Magnum Tub barcodes. The advertisement carries logos for both Streets and Coles supermarkets.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement

included the following:

"Since September 11 last year I feel it inappropriate to promote violence in advertisements, especially for ice cream and the promotion to send in the mail a dangerous tool is completely unacceptable."

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 considered that there was no depiction of violence in the advertisement, and determined that it did not contravene the Code on these grounds.

Further finding that the promotion did not breach the Code on any grounds, the Board dismissed the complaint.