

CASE REPORT

1. Complaint reference number	92/06
2. Advertiser	Nestle Australia Ltd (Fromage Frais)
3. Product	Food & Beverages
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 14 March 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a woman seated on a balcony sunlounge above a swimming pool, looking admiringly at the man reflected in her sunglasses, cleaning the pool. The man is bare-chested and wearing orange shorts. The woman eats a spoonful of Nestle Fromage Frais, as the camera shoots a close-up of the man's muscled chest and torso. As she licks the spoon she is apparently shown to be admiring the rear view of the man's buttocks. The female voiceover states "Nice mangoes. So firm and creamy" "New Nestle Blissful Fromage Frais". The man then looks up at the woman and smiles. A child's voice is heard asking "Mummy, where's Daddy?" to which the woman replies "He's still cleaning the pool, darl" and grabs the child for a hug.

THE COMPLAINT

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

... it is quite blatantly sexist....clearly refers to the buttocks of a man standing by the pool.

...the camera cuts to a close-up back view of a man's torso when the comments are made.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

It is always our intention to communicate the benefits of our products in an entertaining way, but never to degrade or offend our consumers.

THE DETERMINATION

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

The Board considered this advertisement and noted that the advertisement depicted a woman admiring her husband. The Board considered that this was a humorous send up of advertisements which have a man or woman admiring a stranger. The Board considered that a woman admiring her husband was an appropriate matter to be depicted and did not consider this to be offensive or discriminatory against men.

The Board did not consider that this advertisement discriminated against or vilified men. Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.