



CASE REPORT

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| 1. Complaint reference number | 93/03 |
| 2. Advertiser | Unilever Australasia (Streets Magnum Sixties Nine) |
| 3. Product | Food |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 April 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement opens on a scene of an architect completing work on some plans and proceeding to roll them up in the manner of a super-sized cigarette. As he smiles as if reminiscing, a voiceover states: “Take another bite at the Sixties with nine retro Magnums.” The advertisement ends on a graphic comprising the nine varieties in the Magnum range.

THE COMPLAINT

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

“...a drug reference...a middle-aged man in his office rolling up a large piece of paper and then licking it. It appears to remind him of his past...as if it were a huge marijuana joint...I don't think that anyone could conclude that the actions and inferences could be anything other than an attempt to relate the man's past in the ad to drug taking.”

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 advertiser’s advice in relation to its current series of advertisements for Magnum varieties that: ‘Whilst the TVCs do contain sexual & drug references, we have tried to dramatise the idea humorously and with the intent to entertain rather than offend.’

Finding the content of this advertisement did not contravene the Code in relation to health and/or safety, nor on any other grounds, the Board dismissed the complaint.