

Case Report

1. Case Number :	0066-25
2. Advertiser :	Westland Dairy Company Limited trading as Westland Milk Products
3. Product :	Food/Beverages
4. Type of Advertisement/Media :	Internet - Social - YouTube
5. Date of Decision:	19-Mar-2025
6. Decision:	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.4 Sex/sexuality/nudity

DESCRIPTION OF ADVERTISEMENT

This YouTube advertisement features a plate of butter with a knife sliding through it. A voice-over says “naturally tastier than a butt cheek at Mardi Gras, but just as bold and twice as smooth. Good food deserves good butter. And real good butter comes from here, across the ditch. Get a taste of it. Salted, unsalted or flavoured”.



THE COMPLAINT

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

*The ad has text and voiceover that is descriptive and offensive.
The explicit implication of the statement is offensive and inappropriate.*

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

RE: CASE REFERENCE 0066-25

We refer to your letter of 5 March 2025 setting out the complaint made regarding our recent Westgold butter advertisement. Thank you for the opportunity to provide feedback in response.

Description of advertisement

The complainant references a recent social media carousel advertisement (featured on Facebook and YouTube) that contains the script:

"Naturally tastier than a butt cheek at Mardi Gras, but just as bold and twice as smooth. Good food deserves good butter. And real good butter comes from here, across the ditch. Get a taste of it. Salted, unsalted or flavoured."

The advertisement was specifically targeted at adults over 25 years, and was a short-term campaign that finished on 9 March 2025.

The complaint and relevant codes

The complainant has expressed concern that the phrase "Tastier than a butt cheek at Mardi Gras" (the 'Phrase') is descriptive and offensive and that the explicit implication of the statement is offensive and inappropriate.

You have identified that this complaint falls under AANA Code of Ethics (the 'Code') section 2.4 – Sex, sexuality and nudity. Section 2.4 prohibits the depiction or treatment of sex, sexuality and nudity without sensitivity to the relevant audience.

Our response

The Phrase is a light-hearted reference to the cultural phenomenon of Mardi Gras, that in Australia is most famously celebrated at the Sydney Gay and Lesbian Mardi Gras. The festival is not only a celebration but also a platform for activism, diversity, and pride.

The phrase is intended to be a humorous and hyperbolic expression to emphasise just how delicious our butter is. Mardi Gras is widely recognized for its festive and playful atmosphere, and we aimed to capture that spirit in our advertisement by using a cheeky and attention-grabbing headline to convey the product's appeal. Our target and the relevant audience is adults who, we believe, would understand and appreciate the humour in this context. The language used was not intended to offend, but to create a memorable and engaging message.

The advertisement does not depict nudity, sex or sexual imagery in any way – it merely references a body part. The message in the advertisement was humorous and not

explicit and we submit that the advertisement was appropriate for the relevant broad audience we were targeting.

It is also important to note that the relevant audience in this case is targeted to adults over the age of 25 years. The audience is not likely to be minors and the product (being butter) is not something that is generally attractive to minors.

We understand that the Community Panel will review our advertisement in its entirety against any relevant advertising standard codes. We have carefully considered our advertisement against the remainder of Section 2 of the Code and the AANA Food or Beverages Code and submit that it does not breach any other sections of the relevant codes. Specifically, we note that the advertisement:

- Does not discriminate against any person or section of the community (section 2.1)*
- Does not employ sexual appeal in a way that is exploitative or degrading of any individual or group of people (section 2.2)*
- Does not present or portray violence in any way (section 2.3)*
- Does not use language which is inappropriate in the circumstances, we do not consider the words themselves to be offensive (section 2.5)*
- Does not depict any unsafe behaviour or images that are dangerous or harmful (section 2.6)*
- The advertisement is clearly distinguishable as an advert for our butter product (section 2.7).*

Therefore for the reasons outlined above, Westland Milk Products believes that the advertisement complies with the Code.

We trust this addresses the complainant's concerns.

THE DECISION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement contained inappropriate sexuality.

The Panel viewed the advertisement and noted the advertiser's response.

Section 2.4: Advertising shall treat sex, sexuality and nudity with sensitivity to the relevant audience.

Does the advertisement contain sex?

The Panel considered whether the advertisement contained a depiction of sex. The Panel noted the definition of sex in the Practice Note is “sexual intercourse; person or persons engaged in sexually stimulating behaviour”.

The Panel considered that the term ‘tastier’ in the advertisement would most likely be interpreted in the slang meaning of being attractive, and not a literal interpretation of tasting a buttocks. The Panel considered that the advertisement did not contain sex.

Does the advertisement contain sexuality?

The Panel noted the definition of sexuality in the Practice Note is “the capacity to experience and express sexual desire; the recognition or emphasis of sexual matters”.

The Panel considered that a reference to a butt cheek being attractive did amount to an expression of sexual desire and considered that the advertisement contained sexuality.

Does the advertisement contain nudity?

The Panel noted that the definition of nudity in the Practice Note is “the depiction of a person without clothing or covering; partial or suggested nudity may also be considered nudity”.

The Panel noted that while there was a reference to a butt cheek in the advertisement, the only visuals in the advertisement were of butter. The Panel considered that the advertisement didn’t contain nudity.

Is the issue of sexuality treated with sensitivity to the relevant audience?

The Panel noted that the definition of sensitivity in the Practice Note is “understanding and awareness to the needs and emotions of others”.

The Panel noted that assessing whether sexual suggestion is ‘sensitive to the relevant audience’ requires consideration of who the relevant audience is and how they are likely to react to or feel about the advertisement.

The Panel noted that the advertisement appeared on YouTube and was targeted towards people over 25. The Panel acknowledged that some children may be viewing content on an adult’s device, however considered the majority of the audience would be adults.

The Panel considered that the reference is light-hearted and not explicit, and that the advertisement did treat the issues of sex, sexuality and nudity with sensitivity to a YouTube audience.

Section 2.4 conclusion

The Panel found that the advertisement did not breach Section 2.4 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.