



## CASE REPORT

1. Complaint reference number	291/05
2. Advertiser	B & B Heating Centre
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 October 2005
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

The first scene in this television advertisement depicts a young blonde model wearing a bikini and an overcoat. She is shown to zip up the overcoat. The words: “*Be warm in winter*” appear above the woman. The following scene depicts the same woman in a bikini against a light blue background. The words: “*Be cool in summer*” appear above the model. The advertisement then shows a range of products offered by B & B Heating. The final scenes in the advertisement show the model staring into the camera, raising her eyebrows. The closing scene depicts the same model in a bikini against a blue background with the words: “*B & B Heating Gas Centre*” appearing in bold font to the right of the model. Pictures of B & B employees are superimposed onto the screen.

## THE COMPLAINT

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

*“I have ALWAYS found the ad offensive, degrading women, portraying women as bimbos. But now, with the still photo at the end of the advertisement, it is classified as soft porn...”*

## THE ADVERTISER’S RESPONSE

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

*“Please note, we are advertising reverse cycle air conditioning, and the aim of our ad is to portray that your home will be kept warm in winter (hence our model in a bikini), and cool in summer (hence our model zipping up a woollen coat), and whilst advertising our gas product, Michelle is wearing a top and shorts.”*

## THE DETERMINATION

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

The Board noted that the depictions in the advertisement did not portray any nudity and that the images were not overly graphic in that they did not expose the breasts or genitals in any way. The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex, sexuality or nudity.

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