



CASE REPORT

1. Complaint reference number	294/05
2. Advertiser	Simon de Winter (Kayser Brazillian)
3. Product	Clothing
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 opening scene in this television advertisement depicts three young women approaching a wool factory. As they step inside the wool factory, they remove their shirts and proceed to “clock on” to work, wearing only their underwear. The three women are then shown to work playfully in the wool factory, sweeping the wool on the ground and sitting amongst the piles of wool. The final scene in the advertisement shows the Kayser logo.

THE COMPLAINT

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

“I find this ad offensive because of the sexual overtones... it is very sexual and provocative. It is not suitable for television at any time of day...”

THE ADVERTISER’S RESPONSE

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

“Simon de Winter Pty Ltd believes that this TVC tastefully represents their new underwear range of Brazilian Cotton. We hope that you agree with us as the nature of our product does require women to be shown in their underwear.”

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 was of the opinion that the images used in the advertisement were relevant to the product being advertised (being underwear).

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.