



CASE REPORT

1. Complaint reference number	10/98
2. Advertiser	Granny May's Management
3. Product	Clothing
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 March 1998
7. DETERMINATION	Dismissed

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

'I feel that the photography of models in the "Granny May's" Valentine Day brochure are not tasteful or decent. Four out of the seven photos of couples are in sexual oriented positions. These also being the larger pictures, in this case.' (sic)

'(The photographs) give the impression that Valentine's Day is only about sex.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics. In particular, the Board considered paragraphs 2.1 and 2.3 of the Code.

2.1 Advertisements shall not portray people in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief;

2.3 Advertisements shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone.

The Board was of the opinion that this advertisement did not breach Section 2 of the Advertiser Code of Ethics and accordingly dismissed this complaint.