



CASE REPORT

1. Complaint reference number	102/98
2. Advertiser	Just Jeans Holdings Ltd
3. Product	Retail
4. Type of advertisement	Radio
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 August 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The Board viewed two advertisements. Complaints were received about both.

1. The advertisement shows a naked man (genitals obscured) walking into a bar/restaurant. Other guests are shown looking at him as he walks past. He winks at one young female guest. At one point, his genitals are obscured (as he moves past) by a bottle of wine (forefront of the picture). When he approaches a waitress, she says, glancing downwards, 'I'm sorry, Sir. You can't dine here. ... Well, you're naked'. He replies, 'I'm not wearing a thing till the "Just Jeans" sale.'

2. The advertisement shows a naked woman, with a handbag slung over her shoulders (genitals and breasts obscured) walking into a bar/restaurant. Other guests are shown looking at her as she walks past. She approaches the bar, where she seats herself so as to obscure her breasts behind two pineapple cocktails and says, '...dry Martini thanks...' The barman looks at her and says, 'I can't serve you...you're naked'. The pineapple cocktails are briskly whipped away and she replaces them with her handbag, replying, 'Well, I'm not wearing a thing until the "Just Jeans" sale.'

Both advertisements conclude with a man and woman modelling various items of clothing on sale.

THE COMPLAINT

Comments the complainants made about the advertisement included:

'I feel this add (sic) should not be on during daytime or till after 9.30 pm...I feel it is implanting wrong morals in the minds of our children and also confusing when they have been told not to do it.'

'These commercials are shown frequently and in prime time, e.g., 6:55p.m...'

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 determined that the advertisements did not breach the Code and dismissed the complaint.