



CASE REPORT

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| 1. Complaint reference number | 104/00 |
| 2. Advertiser | Flowers for the Soul |
| 3. Product | Retail |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 April 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement, captioned ‘A diamond is forever, but what if you’re out for a one night stand?’, shows a young woman, cigarette in hand, wearing a strapless, short dress and sitting in the rear seat of a car. A bouquet rests on the seat beside her. The advertiser, the nature of its business and its telephone number are at the foot of the advertisement.

THE COMPLAINT

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

‘I would like to see the cigarette removed, from this advertisement. This is an area that is highly used by school children. You could also have a look at the wording, which is not appropriate for young children.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the depiction of the woman within the advertisement did not contravene community standards in its treatment of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint. It was noted that the advertiser, for all future applications, had undertaken to have the cigarette removed by digital retouching.