ADVERTISING
STANDARDS
BUREAU

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CASE REPORT

1.	Complaint reference number	105/00
2.	Advertiser	Clarks Shoes Ltd (Hush Puppies - Husshh)
3.	Product	Clothing
4.	Type of advertisement	TV
5.	Nature of complaint	Discrimination or vilification Other – section 2.1
		Portrayal of sex/sexuality/nudity – section 2.3
6.	Date of determination	Tuesday, 11 April 2000
7.	DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays shots of a bedroom in which a man, wearing socks and women's black underwear, applies red lipstick, dances to music and observes himself in a mirror. These are interspersed with shots of a woman first in the foyer of the house, then walking silently up a staircase and into the bedroom, taking the man by surprise. A voiceover announces, 'Husshh Puppies'.

THE COMPLAINT

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

'I am myself a male to female transgender and I find the advertisement deeply offensive and very distressing because of the impression the advertisement gives to an often homophobic general community about people like myself.'

'I found this advertisement very offensive and I am surprised you felt this a suitable ad for a "G" rated show which will be seen by 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 noted that the advertisement had received a PG rating, restricting its broadcast to the relevant time classification zones. The Board was of the view that that the depiction of the man within the advertisement did not constitute discrimination or vilification; neither did it offend community standards in its portrayal of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.