



## **CASE REPORT**

1. Complaint reference number	107/05
2. Advertiser	Capt'n Snooze
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 May 2005
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens with the scene of a woman (portrayed by actor Julia Zemiro) walking through a Capt'n Snooze furniture store. The woman turns to the camera and says "You know, you don't need a lot of money to get me into bed". The woman then explains that Capt'n Snooze is having his sale with up to 30% off beds and bedroom suites.

## **THE COMPLAINT**

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

*"I object to this advertisement because it promulgates the idea that women are sexual objects who are available for sale to men for money."*

## **THE ADVERTISER'S RESPONSE**

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

*"At no time is there any confusion as to the nature of the premises that "Julia" is in nor is there any insinuation that she is making herself available as a sexual object for sale to men for money."*

*"The context of the advertisement and the delivery of the script by "Julia" is clearly whimsical."*

*"Furthermore, the advertisement is tasteful and should not be offensive to the reasonable viewer."*

## **THE DETERMINATION**

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board was of the opinion that in the context of prevailing community standards the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (sex).

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.