



CASE REPORT

1. Complaint reference number	109/02
2. Advertiser	Just Jeans Group (Western Cord)
3. Product	Clothing
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 June 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

One of two music-backed television advertisements reviewed by the Board opens on a young female wearing cord jeans and a shirt top. She enters a room where a similarly-dressed male first unbuttons the young woman's shirt and then starts to unfasten her jeans. A button is indicated to fly off the jeans and shatter bottles and a jar. The advertisement ends with a revolving Just Jeans logo and an Internet website address accompanied by a caption reading: 'Western Cord.'

THE COMPLAINT

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

"It was disappointing to see a woman portrayed confronted by a man who commences to aggressively pull her blouse undone and then proceed to pull the front of her jeans undone with such force that the metal buttons flew off smashing what appeared to be beer/wine bottles. Her pants were exposed in what appeared to be some sort of aggressive act with sexual connotations."

"I was watching Harry's Practice with my 2 daughters aged 6 and 8 and was HORRIFIED that this advert was allowed to be shown in a family time slot and on what was quite clearly a family show." (Complainant's capitalisation).

"I was angered by this portrayal of a young, uncertain female having her clothes undone and being treated as the sex object of a very purposeful young male...my daughter was upset by the crude sexual politics shown and my son was embarrassed by the assumptions made. The gender roles in the ad are offensive and in my opinion quite damaging to young female and male viewers."

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 referred the issue of screening time to the Federation of Australian Commercial Television Stations (FACTS) as the controlling body, and otherwise determined that, as a PG-classified advertisement, the material did not breach the Code in relation to the portrayal of sex, sexuality and/or nudity.

Finding that the advertisement did not contravene the Code on any other grounds, the Board dismissed the complaint accordingly