



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 111/03  |
| 2. Advertiser                 | Holeproof (Antz Pantz)                          |
| 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, 13 May 2003                            |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The two television advertisements referred to the Board feature ants crawling over a young woman in her underwear relaxing on a bed in what is indicated to be a very hot room. In one version [for restricted screening], the ants are shown crawling across the front of the woman's briefs. In both versions of the advertisement, she turns towards her pet anteater and says: "Sic 'em Rex". The advertisements conclude with the advertiser's logo superimposed as the woman is indicated to be enjoying a mixture of pleasure and pain from the anteater's attack on the ants.

## **THE COMPLAINT**

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

*"I found this advertisement highly objectionable, and offensive, and insulting to the sexuality of women."*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertising breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board considered that the majority of people would find these advertisements, amusing and otherwise inoffensive, noting that they were first released in 1992 and since screened across the world without previous complaint.

It determined that no content of either version of this advertising contravened the Code in relation to the portrayal of sex, sexuality and/or nudity.

As the material did not breach the Code on any other grounds, the complaint was dismissed by the Board.