



CASE REPORT

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| 1. Complaint reference number | 115/07 |
| 2. Advertiser | G E Beard Holdings Pty Ltd (Playtime Fashion Leaders) |
| 3. Product | Clothing |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 May 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This radio advertisement features a woman's voice with a very strong English accent announcing "Hiya love, it's Lulu here again...the other night I met this fella. I looked at his clothes and I could just tell - Playtime. The shirt was soft and silky like, and he was wearing those Ben Sherman jeans. He said he couldn't understand me with my accent and all, but when I said 'do you want to come home with me?' he understood that all right! Later on we did it and I asked him to keep his shirt on, it was dead sexy. Afterwards I said to him 'I know where you get your clothes from - Playtime'. He smiled and said 'I'll give you Playtime!' and then we did it again!"

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I feel this is very inappropriate. It's very sad that they have to use direct reference to sex to sell clothes.

THE ADVERTISER'S RESPONSE

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

We are quite surprised that this ad has caused so much controversy. The same ad was played about 12 months ago with only positive feedback.

The tone of the ad is amusing and not at all risqué. It simply reflects the current attitude of young Australians today. It also highlights a relatively guilt-free and victim-free attitude towards relationships between consenting adults.

While respecting the opinion of the person making the complaint I feel that this opinion would only be shared by a very small percentage of the population.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code") particularly whether the advertisement treated sex or sexuality, in the nature of sexual references, with sensitivity to the relevant audience. The Board noted that the advertisement is a radio advertisement and that the audience is therefore broad. The Board considered that the reference to sex was not insensitive and while obvious to adults and older children was not inappropriate for the relevant audience.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the

complaint.