



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 116/00  |
| 2. Advertiser                 | Holeproof (Underdaks Pocket)  |
| 3. Product                    | Clothing  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>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 scenes from a wedding interspersed with a conversation, in a room of the church, between the groom and his best man regarding the whereabouts of the ring. The best man progressively removes items of clothing, shakes them and searches in pockets. Wearing only (Holeproof Underdaks) briefs, he remembers they have a pocket, produces the ring and jumps jubilantly onto the groom. The door of the room opens and they are seen in this position by the minister and guests, and by the bride who runs from the church. The advertisement concludes with a choral rendition of ‘One day, you’re going to get caught with your pants down’, and the caption, ‘Holeproof Underdaks. Now with a pocket.’

## **THE COMPLAINT**

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

*‘Is there nothing sacred that filth is in any church these days (sic).’*

## **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 was of the view that the material contained within the advertisement did not constitute discrimination or vilification; neither did it contravene 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.