



CASE REPORT

1. Complaint reference number	116/03
2. Advertiser	Austereo Group Ltd 92.9
3. Product	Media
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

This music-backed television advertisement opens on views of office scenes leading to one where two women are dancing. Other people are then shown dancing to the music, and removing some of their clothing. Both men and women are shown dancing in underwear before the scene of one large man pulling down the back of his trousers is covered by a superimposed caption reading: 'Keep It On'. The advertisement ends with a radio station identification.

THE COMPLAINT

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

"...completely inappropriate..."

"...totally inappropriate..."

THE DETERMINATION

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

Noting the advertiser's advice that the advertisement used a mix of special effects and exaggerated fun to indicate it was not showing typical behaviour in a typical workplace, the Board determined that this advertisement did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity.

As the content of this advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.