



CASE REPORT

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| 1. Complaint reference number | 124/03 |
| 2. Advertiser | Ricoh Australia Pty Ltd |
| 3. Product | Office goods/services |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Race – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 May 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

Two print advertisements referred to the Board feature a naked pregnant black woman being held by a naked white man and kissed on her enlarged abdomen by a naked small child, with accompanying text reading: ‘Colour should be shared.’ Regular text describes the advertiser’s range of network colour printers. The advertisement also incorporates the advertiser’s logo and contact information.

THE COMPLAINT

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

“The advertisement shows a Black Pregnant Lady—a child of mixed colour and a white man, all three are naked and in an intimate position. We find this Advertisement both offensive and in poor taste...” [Complainant’s capitalisation].

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 considered that, within the context of prevailing community standards, the advertising material did not constitute discrimination and/or vilification as represented in the Code and did not offend the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity.

Finding that the material did not breach the Code on any other grounds, the Board dismissed the complaint.