



## **CASE REPORT**

1. Complaint reference number	126/02
2. Advertiser	Elgas Ltd
3. Product	Housegoods/services
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 June 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement comprises a brochure containing a variety of photographs, one of which shows a woman carrying a towel approaching a young boy standing under a shower where he is indicated to have been playing with plastic ducks. The brochure includes details of special offers on water heating products and provides details for contacting Elgas.

## **THE COMPLAINT**

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

*“The advertisement shows a young boy side on in the shower, naked...it appears that he is wearing flesh coloured underpants. I feel that this ad is inappropriate. With the recent controversy of photos of young boys on the internet in swimmers, I feel that this ad, even with the parent’s permission, sets a dangerous precedent of appearing to show young naked children in advertising.”*

## **THE DETERMINATION**

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

Noting that the photograph did not show the young boy naked, the Board determined that the advertising material did not contravene the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity.

The Board further determined that the material did not breach the Code on any grounds and dismissed the complaint accordingly.