



## CASE REPORT

1. Complaint reference number	126/05
2. Advertiser	Trims
3. Product	Clothing
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 June 2005
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

This print advertisement is published in a catalogue for Trims stores. The advertisement depicts a young couple standing against a tree. The woman is shown with her legs wrapped around the man's waist and he is shown to be kissing her neck.

## THE COMPLAINT

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

*"I originally glanced at it in disbelief and thought I was seeing things. I find it very distasteful."*

*"The ad is clearly suggestive of sexual intercourse."*

## THE ADVERTISER'S RESPONSE

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

*"We feel that the image is in keeping with the rest of the catalogue and while it is passionate, it in no way degrades females or shows inappropriate relations between an adult male and female. In addition, both models in the photograph are fully clothed."* **THE DETERMINATION**

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

The Board was of the opinion that the depiction of the couple was within the boundaries of what the prevailing community standards regarding the portrayal of sex, sexuality and nudity would deem acceptable. The Board noted that although the depiction was suggestive, both the man and the woman in the advertisement were fully clothed and the image was not explicit.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex, sexuality or nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.