



CASE REPORT

1. Complaint reference number	134/02
2. Advertiser	Prestige Auto Traders Balmain
3. Product	Vehicles
4. Type of advertisement	Outdoor
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 outdoor advertisement features a photograph of a naked baby apparently focused on touching its genitalia, although a strategically-placed logo obscures this fact. The advertisement carries a caption reading: ‘Looking For A New Toy?’ together with contact details for Prestige Auto Traders Balmain.

THE COMPLAINT

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

“I am dismayed that a child’s photograph, obviously connected with sexuality, is used in this exploitative way. I do not believe that it is appropriate to use images of children in this way...”

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 accepted the advertiser’s explanation that the advertisement represented a humorous comment on the natural behaviour of children, and determined that, as such, it 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 other grounds and, accordingly, dismissed the complaint.