



CASE REPORT

1. Complaint reference number	134/99
2. Advertiser	Levi Strauss Aust Pty Ltd
3. Product	Clothing
4. Type of advertisement	Cinema
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2 Portrayal of sex/sexuality/nudity – section 2.3 Other - Miscellaneous
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement begins by showing a man and woman saying farewell in an indoor car park. The woman and man embrace before she drives off. Following this, the words, 'Sight unseen' are superimposed on the screen. In the next scene, the same man is shown moving through what appears to be a residential apartment. He is shown pulling on a tee-shirt and walking towards an expansive set of glass windows and a telescope. He proceeds to look through the telescope initially at the building opposite. He passes over a number of windows before stopping at one where he observes a woman inside the apartment. This woman ('the first woman') is removing a singlet (while he looks on). In one of the following scenes, another young woman ('the second woman') is shown waking up in a bedroom. She sits up, her naked back visible from the waist up. She appears to be looking at a series of photographs of the man (looking through the telescope) including one of him with the woman previously seen bidding him farewell in the car park and a second with the man this same woman and a younger woman. We are then shown a close up of the man who is still looking through the telescope followed by a brief shot of the first woman (in opposite apartment) now topless and placing a towel around herself. The second woman then appears and embraces the man from behind as he continues to look through the telescope at the first woman brushing her hair and moving through her apartment. The advertisement then shows a shot of a hooded person apparently creeping into the first woman's apartment and darting into another room. The advertisement ends at this point and the words 'to be continued' are superimposed on the screen followed by the advertiser logo and a web site address.

THE COMPLAINT

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

'What am I supposed to think? That this woman is about to be raped, robbed, murdered?? I felt sick to my stomach...I feel there is enough wrong in society without giving approval on screen for this sick portrayal of men's perception of women.'

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 determined that the advertisement's treatment of the subject matter and portrayal of the characters concerned did not constitute discrimination or vilification and did not breach the Code on this ground. The Board also determined that the advertisement's portrayal of sex, sexuality and/or nudity did not breach the Code. The Board noted, as acknowledged by the advertiser, that the advertisement dealt with adult themes but felt that these were not presented in a manner that would offend prevailing community views and standards. The characterisation of the advertisement in the

style of a serialised drama further served to emphasise the fictional nature of the events depicted. The Board dismissed the complaint.