

CASE REPORT

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| 1. Complaint reference number | 135/02 |
| 2. Advertiser | Kolotex Australia Pty Ltd (Kicks) |
| 3. Product | Clothing |
| 4. Type of advertisement | TV |
| 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

Backed by a variation of the ‘Can Can,’ this television advertisement features a woman evidently arriving home from grocery shopping. A bottle of milk falls towards the floor, but she catches it with her foot and then does a dance whirl displaying her pantyhose. Continuing to whirl into a bedroom, removing her skirt and kicking her shoes onto a wardrobe rack, she strokes a hosiery-clad foot over a man’s back. She is next shown picking up a child’s soft toy and kicking it into a playpen, before high-kicking her way around the laundry and kicking a toy for a dog to chase. At the end of the advertisement, the woman removes her pantyhose and throws them to her male partner as she enters a shower when a superimposed graphic shows product packs alongside text reading: ‘Kicks. Everyday Pantyhose You Can Rely On.’

THE COMPLAINT

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

“I found this ad to be disturbing because it showed a woman, initially in a VERY short skirt showing of her stockings underneath. Then later she is walking around the house with only stockings on. Then later she is being sexually enticing, taking her stockings off and throwing them to her partner. I think this sort of activity is supposed to be private and not screened when my 3 year old is watching. So it’s about decency.” (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, under prevailing community standards, the majority of television viewers would not be offended by the content of this advertisement.

The Board determined that the content did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, and further determined that the material did not offend against any aspect of the Code.

The complaint was dismissed accordingly.