



CASE REPORT

1. Complaint reference number	135/98
2. Advertiser	Panasonic Aust Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 September 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The billboard advertisement is a black and white side-on photograph of a man and woman embracing. The couple are naked from the waist up. The woman's breasts are obscured. The word, 'Hold' is superimposed on the photograph. In the bottom right hand corner is a photograph of a mobile phone and alongside it the words, 'G450' and 'Panasonic'.

THE COMPLAINT

Comments the complainant made about the advertisement included:

'...the advertisement is pornographic...The advertisement in question is at a bus stop used by a lot of the travelling public and it is quite offensive.'

THE DETERMINATION

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

The Advertising Standards Board determined that the advertisement portrayal of sex, sexuality and or nudity would not offend prevailing community standards. The Board was of the view that the advertisement did not amount to a breach of the Code and dismissed the complaint.