



CASE REPORT

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| 1. Complaint reference number | 139/01 |
| 2. Advertiser | Melbourne Museum (Mind & Body Gallery) |
| 3. Product | Other |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 June 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a naked male lying on his back, (genitals obscured) with the main caption reading ‘Take a long, hard look at yourself,’ and other text calling attention to the Mind and Body Gallery at Melbourne Museum .

THE COMPLAINT

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

‘...shocking as well as being particularly distracting ... It offends me and it could also be dangerous to traffic.’

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 did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity or health & safety, and did not breach the Code on any other ground. Accordingly, the Board dismissed the complaint.