



## **CASE REPORT**

1. Complaint reference number	139/03
2. Advertiser	Broadmeadow Motos
3. Product	Vehicles
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 May 2003
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a series of captions superimposed over a view of a car sales yard. As a voiceover says “Satisfy all your wants at Broadmeadow Motos”, a halter-topped young woman comes into view and appears to soap the screen in the manner of car washing. The advertisement concludes with contact details for the car sales business.

## **THE COMPLAINT**

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

*“...there was no need for the woman at the end. I believe she is portrayed as a sex symbol and the voiceover about ‘satisfying wants’ is sexually suggestive, as is her attire. I consider the ad sexist..”*

## **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 this advertisement did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity.

Finding that the material did not breach any other provisions of the Code, the Board dismissed the complaint.