



## **CASE REPORT**

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| 1. Complaint reference number | 14/99  |
| 2. Advertiser                 | Grahams Jewellers  |
| 3. Product                    | Retail   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3<br>Other - Miscellaneous |
| 6. Date of determination      | Tuesday, 9 February 1999   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement shows a woman walking along a beach. A male voiceover provides details of a sale at “Grahams” and the advertisement shows visuals of various pieces of jewellery. The advertisement shows the woman picking up a glass bottle (in the sand) containing a “message.” She takes out the message and the camera homes in on the piece of paper which says, ‘Does Graham have a thing for you!!’

## **THE COMPLAINT**

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

*‘... the voice-over male says... “Does Graham have a thing for you..”...As a hetero-sexual male, what this says to me that “Graham” would love to form a homo-sexual (sic) relationship with me...this ad worries me, as another weaker willed heterosexual male may succumb to the ad, and end up in bed with “Graham.”*

## **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 breach the Code on the grounds of sex, sexuality and/or nudity, did not breach any other section of the Code and would not offend prevailing community views and standards. The Board dismissed the complaint.