



CASE REPORT

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| 1. Complaint reference number | 143/00 |
| 2. Advertiser | Vodafone Pty Ltd |
| 3. Product | Telecommunications |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 9 May 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises four sketches, each captioned. The first shows a man in a bedroom wearing a shirt and underpants and jumping from one foot to the other. A woman in the bed throws a pillow at him (caption: ‘Sport – Man Utd – Win 5:0’). The second depicts a brassiere on the rear seat of a car and shots in close-up of a young woman (caption: ‘Weather – Hot and Sticky – 42°C’). The third portrays two men in a restaurant. When the caption ‘Finance – Gold Price Plummetts’ appears on-screen, one of the men falls forward, his face into his food. The fourth shows a young woman standing against a wall, a fish protruding from her mouth (caption: ‘Restaurants – Nearest Sushi Bar – George Street’). A voiceover says, ‘Vodafone. The power of the net now on your mobile.’

THE COMPLAINT

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

‘The advertisement displayed a number of very strange images including a scantily clad female with a fish protruding from her mouth and a number of other quite unusual and to me offensive images. The advertisement was screened at 9.04pm during school holidays. The advertisement was therefore viewed by one of my sons who is 13 years of age.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the material within the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.