



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 143/98  |
| 2. Advertiser                 | Communique Communication Systems (Osborne Park) |
| 3. Product                    | Telecommunications                              |
| 4. Type of advertisement      | Print   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 13 October 1998                        |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement comprises a photograph of a man dressed in a suit and tie that is clearly too small for him. The man is bursting out of his clothing all over. His belly is hanging out and his fly has burst open revealing his floral underpants. The legs and arms of his suit are too short. At the bottom left hand corner of the advertisement is a photograph of a mobile phone. Next to the phone, the words, ‘Get one that fits you.’ Appear. At the foot of is written information in small print about the telephone.

## **THE COMPLAINT**

Comments complainant made about the advertisement included:

*‘If any man came onto the street he’d be had up for indecent exposure. I’m surprised grown men stoop so low as to use such “ideas”.’*

## **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 was of the view that the advertisement did not breach the Code and would not offend prevailing community views and standards. The Board dismissed the complaint.