



CASE REPORT

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| 1. Complaint reference number | 144/03 |
| 2. Advertiser | Austereo Group Ltd - Fox FM |
| 3. Product | Media |
| 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 music-backed television advertisement opens on views of office scenes leading to one where two women are dancing. Other office workers are then shown dancing to the music, and removing some of their clothing. Both men and women are shown dancing in underwear before the scene of one large man pulling down the back of his trousers is covered by a superimposed caption reading: 'Keep It On.' The advertisement ends with a radio station identification.

THE COMPLAINT

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

"This ad is cras (sic) for the sake of being cras (sic)."

"It showed pregnant women and women taking off their clothes and dancing around in their underwear and this big fat greasy guy about to pull his pants down...I think it is offensive and tasteless.."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

Noting the advertiser's advice that the advertisement used a mix of special effects and exaggerated fun to indicate it was not showing typical behaviour in a typical workplace, the Board determined that this advertisement did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity.

As the content of this advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.