



## **CASE REPORT**

1. Complaint reference number	145/98
2. Advertiser	Just Jeans Holdings Ltd (Exposed Button Fly Jeans)
3. Product	Clothing
4. Type of advertisement	TV
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 advertisement shows a series of close up shots of a frog on a rock. The frog is shown repeatedly flicking out his tongue (at something). A woman's voice is audible in the background, she is giggling. The advertisement then shows a shot of a woman waist-down in a pair of jeans, top two buttons undone. The woman appears to be moving/ducking out of the way of the frog's tongue. A male voiceover is heard saying, 'Very tasty.' And the advertisement closes with the words, 'Just Jeans. Exposed Button Fly Jeans.'

## **THE COMPLAINT**

Comments the complainants made about the advertisement included:

*'...my son commented that "oral sex" is definitely implied!! (in the advertisement)... The younger generation & much of society are becoming desensitised to any sense of morality & are developing dysfunctional attitudes towards men & women and sex in general.'*

*'...I find (the advertisement) highly offensive and extremely vulgar.'*

*'...I believe (the advertisement) is too suggestive and inappropriate for T.V....I feel that the standard of television advertising has unfortunately followed the loose morals of our so called enlightened modern society and the very public viewing of thing sexual.'*

## **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's treatment of sex, sexuality and nudity did not amount to a breach of the Code. The Board dismissed the complaint.