



CASE REPORT

1. Complaint reference number	146/00
2. Advertiser	Best & Less
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 9 May 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement comprises shots, of the torso from above the waist to above the knee, of a girl, a boy and a woman wearing underpants. A voiceover and text describe the products and their prices.

THE COMPLAINT

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

'I have 3 daughters and would never allow them to be photographed in this manner and displayed on national television. For their sake and for (the) sake of every other child. If you think that I am being silly, ask a psychologist or even a psychiatrist what they think about this advertisement. They deal with the pedophiles (sic) victims.'

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 was of the view that the portrayal of sex/sexuality/nudity within the advertisement did not contravene prevailing community standards. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.