



CASE REPORT

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| 1. Complaint reference number | 146/04 |
| 2. Advertiser | Nava Homes |
| 3. Product | Real Estate |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 July 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This advertisement is a print advertisement which advertises Nava Homes' "Test Sleep" offer. The "Test Sleep" offer enables customers to stay in a Nava Home free before they buy it. The picture accompanying the text is of a woman lying on top of a man on a bed in her nightie.

THE COMPLAINT

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

"Found this offensive whilst flicking through paper with my young daughters. Don't expect to see this in a local paper that is delivered to us free."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"As a family home builder we have no intention of offending families or children. So let me assure you that this was not the reason for the ad. The purpose of the ad was to create interest in the new 'test sleep' promotion."

THE DETERMINATION

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

The Board considered that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.