



CASE REPORT

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| 1. Complaint reference number | 149/01 |
| 2. Advertiser | Ian Jones Insurance Brokers |
| 3. Product | Insurance |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 June 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a rear view of a naked man leaping on a beach, with accompanying text reading ‘Cover Your Assets,’ and providing contact details for the commercial and retail insurance services of Ian Jones Insurance Brokers.

THE COMPLAINT

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

‘I find the advertisement offensive and bad taste...like pornography. The problem I have...is if we let one advertisement in our local papers go, then what type of paper are we going to have in the future? What type of paper are our children going to read? I certain don’t want them reading a paper full of pornographic advertisements, nor do I want them to feel they can just take their pants off anywhere...’

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 determined that the advertisement did not breach the Code in relation to the portrayal of sex/sexuality/nudity or on any other grounds. Accordingly, the complaint was dismissed by the Board.