



CASE REPORT

1. Complaint reference number	149/07
2. Advertiser	Discount City Carpets
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 May 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a young blond woman in bed wearing a white nightie snuggling up to a roll of carpet which is in the bed beside her as a male voice over announces "order now and get laid for free".

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

This double entendre is not appreciated and in my view is poor standard of advertising.

The implication of sexual intercourse occurring...

THE ADVERTISER'S RESPONSE

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

Obviously our intentions were never to offend anyone and to that we complied with all necessary procedures and guidelines that were required by the governing bodies.

THE DETERMINATION

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

The Board noted the complainant's concern that there was sexual connotation in an advertisement for carpet. The Board considered that there was a sexual connotation but that the connotation was not offensive. Rather the Board considered that the advertisement's connotation was humorous and that the advertisement was overall likely to amuse rather than offend most members of the community. On this basis the Board considered that the advertisement did not breach clause 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.