



CASE REPORT

1. Complaint reference number	151/04
2. Advertiser	IKEA (Beds & Baths)
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, 13 July 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a female and male in bed and a male voice is heard in the distance saying “Honey, I’m home”. The male in the bed jumps out of bed and hurriedly searches for a place to hide. He tries to hide in the cupboard but another man is hiding there. The tagline is: “Like to be more creative in the bedroom? It’s amazing what you’ll find at IKEA”.

THE COMPLAINT

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

“THIS WAS SHOWN DURING CHILDRENS WATCHING????”

“Believe it or not there are lots of parents out here who are seeking to bring their children up to do right morally. All this shows is a house where it represents a whorehouse.”

THE ADVERTISER’S RESPONSE

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

“The commercial was independently assessed by Commercials Advice Pty Limited and given a W (General/Warning) rating. This means that it cannot be shown in any Preschool and Children’s programs and that care should be exercised by the stations in placement of the commercial in any other programs likely to attract a substantial child audience.”

“The idea behind the commercial was to show bedroom storage solutions in a humorous way.”

“The TVC was shown for three weeks to support our Bed & Bath weeks (WK 21-22) and as this in-store promotion has finished, it will no longer be aired.”

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.