



CASE REPORT

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| 1. Complaint reference number | 152/01 |
| 2. Advertiser | Konica Aust Pty Ltd (Photocopier) |
| 3. Product | Officegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 July 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows an attractive woman in an office environment seeing an ‘I love you’ message printing out from a Konica copier. As she is about to leave after removing the message from the machine, another prints out reading ‘Don’t Go,’ and then another reading ‘Please, please, fix my wheel.’ As she stoops to inspect the wheels of the machine, she is admiringly observed by three male colleagues indicated to have transmitted the messages from a computer. One of the men says ‘That’s impressive,’ the second says ‘That’s clever,’ and third adds ‘That’s Konica.’

THE COMPLAINT

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

‘The advert has overtones of sexual harassment in the workplace and was certainly suggestive and sexual in tone. I considered it inappropriate especially when young children may be watching. Advertisements promoting sexual harassment are not amusing and its use to sell photocopiers is not appropriate.’

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 content of the advertisement did not contravene the Code’s provisions relating to the portrayal of sex/sexuality/nudity or discrimination/vilification, and that the advertisement did not breach the Code on any other grounds. Accordingly, the complaint was dismissed.