



CASE REPORT

1. Complaint reference number	153/04
2. Advertiser	Just Jeans Group (Denim Blend)
3. Product	Clothing
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 man getting out of bed and kissing the girl in bed. He puts on his jeans and then at each point on his way out of the house, he is greeted by and/or kissed by a different woman.

THE COMPLAINT

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

“I feel that this is very ‘anti’ family and certainly doesn’t promote monogamous relationships. I think it also exploits women by showing them as ‘sex slaves’ and doesn’t give them the right to believe they deserve to have one man totally devoted to them.”

THE ADVERTISER’S RESPONSE

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

“There is nothing overtly offensive in the TVC from the perspective of sexuality. It is neither sexually explicit, lewd nor voyeuristic.”

“Moreover, the TVC is clearly in the realm of fantasy.”

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.