



## **CASE REPORT**

1. Complaint reference number	153/99
2. Advertiser	Kolotex Aust Pty Ltd
3. Product	Clothing
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The billboard advertisement comprises photograph and text. The photograph shows the side view of a naked man from chin to knee. The man is reclining (genitals obscured) with head, arm and thighs slightly raised. Black (Kolotex) hosiery is tied to his wrist. Sitting on his chest is a woman wearing black pantyhose and high heeled ankle strapped shoes shown from lower breasts (obscured by elbows) to feet.

## **THE COMPLAINT**

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

*'I find (the advertisement) to be overtly sexual and offensive...The photograph...is totally tasteless and entirely lacking in forethought and basic protective care for our young children, in their impressionable years....There is also the concern about the proximity of the poster to the school and the vile thought of the possible excitement it could arouse in a person of paedophilic tendencies...'*

## **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 the advertisement's portrayal of sex, sexuality and nudity did not breach the Code. In addition, the Board was satisfied that the advertisement did not depict material contrary to prevailing community standards on health and safety, would not offend prevailing community views and standards and did not breach any other sections of the Code. The Board dismissed the complaint.