



CASE REPORT

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| 1. Complaint reference number | 154/00 |
| 2. Advertiser | FOXTEL Management Pty Ltd (FOXTEL Magazine, April 2000-World Heavyweight title boxing programme) |
| 3. Product | Media |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 13 June 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is divided into halves. On the right under the caption, ‘Boxing – Lewis vs Grant’, the boxer, Lennox Lewis, is portrayed wearing boxing gloves, braided hair and a (French Connection UK) beanie on which the words ‘fcuk tm fear’ appear. Text is included giving the date of the World Heavyweight title and details of how it can be viewed.

THE COMPLAINT

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

‘I assure you “FOXTEL – the magazine” is laying (sic) on coffee tables for all the family to see – and our kids have to see this. I find the content of the photograph to be completely unacceptable. Especially in a family magazine.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the depiction of the French Connection U.K. trademark within the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.