



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 156/01  |
| 2. Advertiser                 | Samsung Electronics Aust Pty Ltd (Joystick Phone)   |
| 3. Product                    | Telecommunications  |
| 4. Type of advertisement      | Print   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 10 July 2001   |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement features a photograph of a woman wearing a bikini, from the lower part of which is protruding a mobile telephone. Across the center of the image, a main heading reads ‘Joystick: Just out,’ while smaller type reads ‘What gives the Joystick Phone its sex appeal?’ and ‘Turn the page and all will be revealed.’ The advertisement also carries a Samsung Electronics logo and web address, below which appears the line ‘Use your mouse to find the N105 Joystick Phone.’

## **THE COMPLAINT**

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

*‘I consider these advertisements are in the worst possible taste, and reflect badly on this countries (sic) standards.’*

## **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 advertisement did not contravene provisions of the Code relating to the portrayal of sex/sexuality/nudity or discrimination/vilification. The Board also determined that the advertisement did not breach the Code on any other grounds and, accordingly, dismissed the complaint.