



CASE REPORT

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| 1. Complaint reference number | 160/03 |
| 2. Advertiser | Abigroup |
| 3. Product | Real Estate |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 June 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a depiction of a naked man and woman standing side by side with their backs to the camera view, alongside graphics and text reading: ‘X-Pose. Exposure. New Environment. Commercial Space. Northern Exposure’. The advertising also incorporates associated real estate agent logos and contact information including an Internet website address.

THE COMPLAINT

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

“I find this imagery offensive and inappropriate.”

“What have nude people got to do with advertising office space?”

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 noted the advertiser’s submission that the outdoor advertisement had attracted only one complaint although having been viewable from some 19 million vehicles since being put in place in January 2003.

The Board considered that under prevailing community standards, the material would not offend the majority of people exposed to it.

On a determination that the material did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, nor on any other grounds, the Board dismissed the complaint.