



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 165/02 |
| 2. Advertiser | Travelworld |
| 3. Product | Travel |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 July 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement submitted to the Board is headlined ‘three seeker’ and features of a swim-suited couple laying at the water’s edge of a sandy beach. Underneath the photograph, stylised text reads: ‘Travelworld. It’s your world—enjoy it.’

THE COMPLAINT

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

“Personally I find the adverts extremely offensive...I can only think they are verging on porn and have no place on the display boards within the community.”

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 accepted the advertiser’s submission that the advertisement showed no more than could be seen on any beach around Australia .

It determined that the material did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, or in relation to the portrayal of people.

Finding that this advertisement did not breach the Code on any grounds, the Board dismissed the complaint.