



CASE REPORT

1. Complaint reference number	166/00
2. Advertiser	Supre Pty Ltd
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins, to a soundtrack of up-beat electronic music, with a shot of a video camera and a voiceover saying, ‘Where were you last night, young lady?’ A series of flash fashion shots follows, interspersed with flash shots of ornaments worn in pierced body parts and a man with tattooed arms donning plastic gloves and performing a piercing procedure on the navel of a young woman who is being encouraged by two others. A female voice sings, ‘It’s good to be a girl. Supre, Supre, Supre.’

THE COMPLAINT

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

*‘I was very offended with the inclusion of a scene relating to body piercing in particular the belly button. Not every one agrees with body piercing and as a parent I do not need this shoved in front of my children’s eyes promoting it as a fun thing to do **just like buying cloths** (sic).’*

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 material within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.