



**ADVERTISING
STANDARDS
BUREAU**

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www.adstandards.com.au

CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 166/99 |
| 2. Advertiser | JeansWest |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 June 1999 |
| 7. DETERMINATION | Dismissed |

##current_date##

##addressee##

Dear ##title## ##surname##

Advertisement Complaint- Reference ##advertisement_reference_number##

Thank you for your correspondence complaining about the above advertisement.

The Advertising Standards Board considers complaints about advertisements which may breach Section 2 (only) of the Australian Association of National Advertisers (AANA) Code of Ethics, the AANA Code for Advertising to Children, the AANA Food & Beverages Advertising & Marketing Code and the Federal Chamber of Automotive Industries (FCAI) Voluntary Code of Practice for Motor Vehicle Advertising. Issues that can be considered include the use of language, discriminatory portrayal of people, concern for children, portrayals of violence, sex, sexuality, nudity and health and safety. The Board uses Section 2 of the Advertiser Code of Ethics as the basis of its determinations.

Your complaint is scheduled for submission to the Advertising Standards Board. A copy of it will be provided to all members of the Board in order to help them in their determination of your complaint. We will also send a copy of your correspondence to the advertiser in question for comment. Any comments we receive from the advertiser will be submitted to the Advertising Standards Board for consideration together with your complaint.

If you have requested confidentiality when submitting your complaint, your personal details will not be disclosed to the members of the Board or the advertiser.

Please note that advertisements about alcohol products may fall within the scope of the AANA Advertiser Code of Ethics or the Alcohol Beverages Advertising Code (ABAC). We have therefore referred your complaint to the ABAC Complaints Adjudication Panel. Your personal details will be provided to the ABAC Administrative Staff so that they can contact you to discuss your complaint. If you have requested confidentiality when submitting your complaint, the ABAC Administrative Staff will keep your details confidential and not disclose them to the ABAC Management Committee or the Complaints Adjudication Panel or any other third party.

I will let you know the Advertising Standards Board's determination once it is available. I will also let you know if for any reason your complaint is not submitted to the Board.

Yours sincerely

(Mrs) Eileen Lamerton

Complaints Manager

Advertising Standards Bureau