



CASE REPORT

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| 1. Complaint reference number | 167/03 |
| 2. Advertiser | Rivers (Aust) Pty Ltd |
| 3. Product | Clothing |
| 4. Type of advertisement | TV |
| 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 television advertisement features various views of men's underwear, t-shirts and socks, some being worn by male models and others separately, with an accompanying voiceover and superimposed captions. The advertisement ends with a graphic incorporating the advertiser's logo as the voiceover concludes: 'Great value'.

THE COMPLAINT

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

"There are extreme close-ups of the genital area of the models in the underwear. I find this far too explicit for young children and I myself find it quite offensive."

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, within the context of prevailing community standards, the content of this advertisement did not contravene the provision of the Code relating to the portrayal of sex, sexuality and/or nudity.

On further determination that the material did not breach any other aspect of the Code, the Board dismissed the complaint.