



CASE REPORT

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| 1. Complaint reference number | 17/01 |
| 2. Advertiser | LG Electronics Aust Pty Ltd (Jet Cooling air conditioner - 10 sec version) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement (header) is set to a voiceover: ‘This cool programme is proudly brought to you by LG’s Jet Cooling air conditioner. LG - life’s good.’ It portrays a woman wearing underwear who notices someone (back to camera) looking through the window. She smiles and, with a remote control, turns on an air conditioner. Mist emerges from the unit and the words, ‘LG Jet Cooling’, are written on the fogged window. The advertisement concludes with text of the advertiser’s logo, ‘Life’s good’, and a website.

THE COMPLAINT

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

‘..... the advertisement suggests that peeping tom activity in adolescent boys is rather good, healthy fun for both “parties”; and young women rather like joining in this “harmless” fun. Curiosity about sex/nudity in young people is perfectly normal/natural, but the context in which this curiosity is expressed is important. My complaint is concerned to allow and assist young people to develop a healthy respect for others.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA 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.