



CASE REPORT

1. Complaint reference number	17/05
2. Advertiser	Taubmans Pty Ltd (Silk Teflon)
3. Product	Housegoods/sevices
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 February 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement featured an image of a bare baby's bottom under a magnifying glass. The background music has word from the Tom Jones' song "Sex Bomb" changed to "Teflon. Teflon"..... The tagline is "Look for the paint with Teflon."

THE COMPLAINT

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

"I find it disturbing that an image of a baby's bare bottom is associated with obvious sexual references in the light of the widely recognised social problem of paedophilia in all its various grotesque guises."

"My husband and I consider this advertisement as fodder for pedophiles."

"With the state of our communities problems with sex offences towards children, I am concerned that such ads are reinforcing offenders attitudes and problems."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"This advertisement is simply trying to encourage consumers to look for the paint with Teflon in a light hearted and informative manner."

"The magnifying class is a visible device that allows you to take a closer look at the paint and nothing else."

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex, sexuality & nudity and/or portrayal of people (age).

Further finding that the advertisement did not breach the Code on any other grounds, the Board

dismissed the complaint.