



CASE REPORT

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| 1. Complaint reference number | 170/01 |
| 2. Advertiser | The Fireworks King |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 10 July 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features ‘The Fireworks King’ standing outside his shop in the company of a group of uniformly dressed women. As he promotes his products, the group moves in time to a music track. The advertisement concludes with one of the group saying ‘Simply Irresistible.’

THE COMPLAINT

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

‘...degrading to women and despicable...it has 7 or eight women dressed in black leotards with an orange sash, caressing their own bodies, a man obviously a bikie, hairy loose beard, the speaking ok, but the wording ‘more bangs for your bucks’ and ‘yes got big bags’ obvious sexual connotations.’

THE DETERMINATION

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

In the determination of the Board, the advertisement did not breach the Code in relation to the portrayal of sex/sexuality/nudity, discrimination/vilification, health & safety or on any other grounds. Consequently, the Board dismissed the complaint.