



CASE REPORT

1. Complaint reference number	18/02
2. Advertiser	Technology works (Australia)
3. Product	Information Technology
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 February 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement incorporates photographs of two women in underwear with offers of computers under the headline, 'Prices are Sexy'.

THE COMPLAINT

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

'The pictures of women in their underwear (one seems to be undressing) are demoralising to myself as a woman and are certainly not what I would want my daughter to see when she brings the paper in from the letter box. The pictures are offensive and bear no relation to products the company is selling.'

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, on the basis of prevailing community standards, the material within the advertisement did not contravene the Code in relation to its portrayal of sex/sexuality/nudity and did not constitute discrimination or vilification.

Finding that the advertisement did not breach the Code on these or any other grounds, the Board dismissed the complaint.