



## **CASE REPORT**

1. Complaint reference number	180/00
2. Advertiser	buy.com Pty Ltd
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a young man and woman kissing with abandon. They are shown, first, in a lift where an older woman expresses disgust, then on an escalator where a woman hits the young man and, finally, in the electrical goods section of a shop where an assistant approaches with an admonishing, ‘Sir’. The young man says, while the young woman continues to make love to him, ‘We’d like a digital video camera with long-life battery and a big-screen TV.’ The young woman adds, ‘And four blank tapes.’ Text appears with the message, ‘Why go out? Get a massive range online.’ The advertisement concludes with a delivery boy carrying cartons labelled ‘buy.com’, standing outside the door to a house where sounds of love-making are heard, apparently from within.

## **THE COMPLAINT**

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

*‘I have no problem with consulting adults but not prime time on a Friday night.’*

## **THE DETERMINATION**

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

The Board noted the contextual humour of the advertisement and was of the view that the material within it did not offend prevailing community standards in its portrayal of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.