



## **CASE REPORT**

1. Complaint reference number	181/00
2. Advertiser	Levi Strauss (Aust) Pty Ltd (Free to Move)
3. Product	Clothing
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, set to music and lyrics in the style of Bob Dylan, portrays young people wearing (Levi) jeans skipping on a beach. Two pairs of young men skip together, and a pair of young women who kiss. Text is superimposed on the first images: 'Kevin, Pittsburgh ..... Attacked in the street ..... because of his sexuality.' The advertisement concludes with text superimposed on the final images: 'Free to move. Levi's.'

## **THE COMPLAINT**

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

*'I find it unsatisfactory that an advertisement for Levi's Jeans should involve two homosexuals. .... it is (on) a program that is on at a time when children are likely to be watching. .... I myself am only 13 years old ....'*

*'A clothing company does not have the wisdom or right to deal with ethical or moral issues, certainly not at 8.55 on a Sunday morning. My girls were offended and this is totally inappropriate.'*

## **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 was of the view that the portrayal of sex/sexuality/nudity within the advertisement was not inappropriate given the advertisement's rating and broadcast restriction to relevant time zones. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.