



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 181/03  |
| 2. Advertiser                 | BHP Steel Ltd (Colorbond)                       |
| 3. Product                    | Housegoods/services                             |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 10 June 2003                           |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a suburban home, from which a man wearing only underpants and slippers emerges and sprints to collect a newspaper from the front lawn. As he turns for the return journey, he notices the Colorbond roofing and stands looking at it until his son calls his attention back to his situation, at which point a male neighbour makes a kissing gesture. As the man runs back inside the house, the advertiser's logo is superimposed.

## **THE COMPLAINT**

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

*“A man in his underwear collecting his newspaper staring at his guttering does not sell guttering.”*

## **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 considered that most people would regard the advertisement as lightly humorous and engaging in accordance with the advertiser's advised intention.

It determined that the material did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, and that it did not breach the Code on any other grounds.

Accordingly, the Board dismissed the complaint.