



CASE REPORT

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| 1. Complaint reference number | 182/99 |
| 2. Advertiser | 3Com Australia & New Zealand (PalmPilot) |
| 3. Product | Information Technology |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 June 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement comprises a photograph of a kneeling woman with a PalmPilot handheld computer device. The woman appears to be naked, however, no genital detail is visible due to the tightly curled nature of her stance. The words ‘Simply Palm’ are superimposed over the image, followed by ‘Palm Computing, Inc., developer of the world’s leading handheld platform’ in smaller print.

THE COMPLAINT

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

“I object to naked bodies being used to advertise anything – I actually can’t think of a single product that warrants the use of the naked body to promote it.”

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 determined that the depiction of the woman within the advertisement would not offend prevailing community views and standards in its portrayal of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.