



CASE REPORT

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| 1. Complaint reference number | 191/98 |
| 2. Advertiser | DirecDial Financial Services Ltd (DirecDial Insurance) |
| 3. Product | Insurance |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 November 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows an open roofed vehicle or jeep driving down the road. A young man is shown from the rear as he leaning out the side of the vehicle. His shorts/pants have been lowered exposing his backside (presumably to passersby). His backside is partially obscured by the superimposition of a black square. The visuals are followed by the words (appearing on the screen), ‘Don’t laugh you’re probably paying their insurance’.

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘I am watching ...a good clean show. What do I get?...Someone’s dirty BARE backside is cast at you from on screne (sic)’

THE DETERMINATION

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

Members of the Board were of the view that the advertisement did not breach the Code and would not offend prevailing community standards. The Board dismissed the complaint.