



CASE REPORT

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| 1. Complaint reference number | 198/00 |
| 2. Advertiser | The Den Bookshop |
| 3. Product | Retail |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 11 July 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘Till death do us part’, portrays two fur-trimmed handcuffs, chained together. Under these is text: ‘The Den Bookshop – Everything you need to love, honour and obey’ and the advertiser’s contact details at both Fortitude Valley and Mermaid Beach .

THE COMPLAINT

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

‘..... the words “everything you need to love, honour and obey” have the connotation of bondage and submission and taken together with “Till death do us part” could be perceived as submission until death as depicted in “snuff” movies.’

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 material within the advertisement did not contravene prevailing community standards on Health and Safety or in its depiction of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.