



CASE REPORT

1. Complaint reference number	206/06
2. Advertiser	Tint Professor
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, 13 June 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television commercial opens on an attractive young blonde woman wearing a lacy white bra with a phone handset to her ear as a dreamy female voiceover tells us “I’ve found the right guy to come and rub my...” followed by a black and white insert of a man with an Afro hairstyle answering the phone “Tint Professor speaking”. The woman is then shown lying on a couch in lacy white bra and briefs with the female voiceover continuing “I need you to stick your...” and the male answers “window tinting on, of course”. A head shot of the woman is shown with the voiceover “I want you to....” and the male “come to your work or home and you can drive a free courtesy car while I tint your windows.” The female voiceover asks “Do you have protection?” to the reply “99% UV protection” and “Hmmm – where can I find you?” The male voiceover advises “Just log onto tintprofessor.com.au”. After the jingle “The best for lesser – the Tint Professor”, the female voiceover concludes “Call him. Call him now”.

THE COMPLAINT

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

It looks like the sort of sex ads that are shown very late at night, well outside of prime time. The highly sexualised tone of the advertisement is not suitable....for the product.

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

The TVC has been on air for the past 6 months at least 8 times a week on all 3 major TV networks in Melbourne with no other complaint.

The TVC shows a tongue in cheek depiction of a late night ad. The lady in the ad is wearing lingerie, there is no nudity nor anything offensive.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered that the attire of the woman did not offend the Code in relation to nudity. The Board further considered that the advertisement was sexual in innuendo. However the Board noted that the advertisement is only shown after 9.30 at night and on that basis considered that the sexual innuendo in the advertisement was treated with sensitivity to the predominantly adult audience likely to be viewing the advertisement at that time of night.

Further finding that the advertisement did not breach the Code on any other grounds, the Board

dismissed the complaint.