



## **CASE REPORT**

1. Complaint reference number	206/99
2. Advertiser	AUSTAR Entertainment Pty Ltd
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 July 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows a man and a woman lying on a beach kissing and embracing while the waves wash around them, with classical music playing in the background. The man is wearing a pair of swimming trunks; the woman a bikini. As the man places a hand in the sand he apparently feels something and suddenly pulls away from the woman saying ‘Oh, look. An ammonite from the Cretaceous Period.’ The music track abruptly stops and the woman is shown with a look of annoyance on her face. The logo for the Discovery Channel and AUSTAR are then shown on the screen.

## **THE COMPLAINT**

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

*“... trivialises sex by making it more common and casual ...depicts sex as mere entertainment by not linking it to marriage and the intention of having children ... most fundamentally, injures God’s law in the sixth commandment – you shall not commit adultery.”*

## **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 couple within the advertisement did not breach the Code in its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.