



CASE REPORT

1. Complaint reference number	211/98
2. Advertiser	Gloria Marshall Australia
3. Product	Slimming
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 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 opens on a man seated in front of the television, watching sport. A woman, clad in a white bathrobe appears from behind and puts her arms around him. She says, ‘..I’ve put the kids to bed...’ He smiles and turns off the television. The next shot is of the couple kissing and cuddling in the bedroom. The woman says to the man, ‘Darling, there’s something I would like you do tonight... something we have never done before.’ The woman is then shown disrobing to reveal a negligee as she says, ‘...leave the light on..’ . The man falls back onto the bed having seen her in the negligee and says, ‘Wow.’ The advertisement concludes with a female voiceover, ‘Call Gloria Marshall today and start re-shaping your love life tomorrow.’

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘Watching the commercial reminds me of the beginning of a pornographic movie....Weight loss is difficult enough to live with and deal with BUT by being told that your sex life improves BECAUSE you lose weight is not only a total and utter LIE, it demeans the marriage altogether...Obviously (the advertiser) too feel that sex also sells weight watching – an unbelievably stupid idea.’

THE DETERMINATION

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

The Board determined that the portrayal of sex, sexuality and/or nudity in this advertisement did not breach the Code and that the advertisement would not offend prevailing community standards and views. The Board dismissed the complaint.