



CASE REPORT

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| 1. Complaint reference number | 212/03 |
| 2. Advertiser | Gainsville World Class Furniture |
| 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, 8 July 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a woman wearing a low-cut evening gown first sitting in the leather seats of a car and then in and around leather furniture with accompanying voiceover and superimposed captions indicating discount pricing through Gainsville World Class Furniture. The advertisement ends with a superimposed caption providing the advertiser's address.

THE COMPLAINT

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

"...the ad, featuring a braless model in a very revealing dress who, with each camera shot, angled her body more to the side until she was almost topless, was appalling."

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 acknowledged the advertiser's submission that the advertisement contains 'no more nudity than can be seen in any fashion ad, music clip, gala event, academy award, emmy or similar.'

On its determination that the advertising material did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, and that it did not otherwise offend against the Code, the Bo