



## **CASE REPORT**

1. Complaint reference number	212/98
2. Advertiser	Holeproof (Me)
3. Product	Clothing
4. Type of advertisement	TV
5. Nature of complaint	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, set to music, shows a couple entering a warehouse or disused building. Once inside they proceed to kiss and embrace and then disrobe to their underwear. A fire is burning in the foreground. A little boy is amusedly peeping through a crack. When various items of the couples' clothing are tossed outside the door, he grabs them and runs off with them, giggling. The couple realise that their clothes have been pinched and appear in the doorway in their underwear.

## **THE COMPLAINT**

Comments the complainants made about the advertisement included:

*'I find this ad offensive and think it is disgusting and immoral. I would appreciate it if you would take this ad off the air as it teaches bad moral standards.'*

*'I am sick of the usual answers like they're in adult viewing time – I'm an adult and I OBJECT...'*

*'Their (the actors in the advertisement) subsequent appearance running out into the street in their "smalls" must send a wrong message to viewers.'*

## **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 was of the view that the advertisement's portrayal of sex, sexuality and nudity did not breach the Code and would not offend prevailing community views. The Board dismissed the complaint.