



CASE REPORT

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| 1. Complaint reference number | 215/01 |
| 2. Advertiser | United International Pictures Pty Ltd (Bridget Jones's Diary) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 September 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens with a Universal Studios logo followed by a scene from the Bridget Jones's Diary movie showing the Bridget Jones character sliding down a pole in a fire station. A subsequent shot shows her bottom exposed during the slide. This is followed by other scenes from the movie, including Bridget Jones and other young women observing men in a fist-fight. The advertisement ends with a graphic advising the movie is about to start showing "at cinemas everywhere," and that the soundtrack is available on compact disk.

THE COMPLAINT

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

"...the view of her bottom sliding down the pole was grossly vulgar – deliberately trying to attract people to watch the movie through vulgarity – very cheap, distasteful, smart but not intelligent."

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 television advertisement did not breach the Code in relation to the portrayal of sex/sexuality/nudity. It also determined that the material did not contravene the Code under any of its provisions. Accordingly, the complaint was dismissed.