



CASE REPORT

1. Complaint reference number	216/00
2. Advertiser	Accor Asia Pacific (Novotel)
3. Product	Travel
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 August 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement is set to a country and western song with lyrics. It opens with man holding a football which he nuzzles and kisses, registering as ‘Mr and Mrs Smith’ in an hotel foyer. A woman is shown at a restaurant dining table, sidling up to a tennis racket in the adjacent seat. A man is shown in bed, moving affectionately towards a set of golf clubs and unzipping its case. A voiceover says: ‘Whether you’re a lover of sport, or just a lover of good times, take advantage of our Novotel sports lover rate from only \$119 per room per night. Novotel. An Accor hotel.’

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

‘I and all my friends find this ad really offensive and sick. No one wants to see sick-minded morons making love to sports equipment.’

‘..... there is (sic) enough sick people out there doing it with dead bodies, young children and even animals. This ad has sexual references in which my 6 year old twins are asking about (sic).’

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 material within the advertisement did not contravene prevailing community standards in its depiction of sex/sexuality/nudity; neither did it breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.