



CASE REPORT

1. Complaint reference number	223/01
2. Advertiser	Tax Power
3. Product	Finance/Investment
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

This series of television and radio advertisements are typified by one in which a nervous-sounding young man approaches a young woman with the words “Hi. I was just wondering how much you charge.” Pleased with her response of “\$55,” his question about inclusions gains an assurance that the price is inclusive of GST. When he explains his nervousness by saying “I’m really sorry, I’ve never done this before,” she says “That’s fine, would you like to come in?” At this point, it is revealed the advertisement is for completing wage and salary tax returns. In the television version, the recounted scene is portrayed by vision of the legs of the two people, with the young woman taking the money offered by the young man and slipping it into the top of her knee-high lace-up boots.

THE COMPLAINT

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

“The advertisement ... is for ‘Taxpower’ and it is advertising their services for a price including GST, but they come across like they are propositioning a prostitute in the street for her services.”

THE DETERMINATION

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

The Board determined that this series of radio and television advertisements did not contravene the Code in relation to the portrayal of sex/sexuality/nudity. It further determined that the advertising material did not breach the Code on any other grounds and, accordingly, dismissed the complaint.