



## **CASE REPORT**

1. Complaint reference number	223/06
2. Advertiser	Accor Asia Pacific (Ibis Hotels)
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, 13 June 2006
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement depicts various scenes of Ibis Hotel guests asleep in their beds. Scenes include a woman cuddling her pillow, an older couple with the man snoring, a woman who has fallen asleep while reading, a young man in bed asleep with two young women, a woman with the feet of her partner, obviously sleeping upside down, on her pillow, and finally a mother and father with a baby sleeping between them. Text on screen reads “We know the value of a good night’s sleep.”

## **THE COMPLAINT**

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

*I do believe that this ad does not show true family values. I simply find this ad very distasteful and will make sure I never stay at an IBIS hotel or any chain associated with IBIS.*

*This advertisement normalises socially deviant lifestyle choices.*

## **THE ADVERTISER’S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*The TVC contains no nudity. There is no explicit act of sex or sexuality. Characters in the TVC are asleep and inactive. How individual viewers choose to interpret situations is beyond our control.*

*“Family values” is a nebulous area, with families in terms of their values, their structure, their lifestyle and their behaviours changing and evolving with the times.”*

*“Distaste” is so obviously a personal reaction it is difficult to respond to, other than to offer our belief that the TVC uses charming subtle humour, in good taste, to communicate that, no matter who you are or how you like to sleep, IBIS Hotels guarantee you a good night’s sleep.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”), most specifically section 2.3 ‘depictions of sex, sexuality and nudity’.

The Board considered that the advertisement’s portrayal of different people asleep in hotel beds was not sexual in nature. The Board noted that, while the image of the man in bed with two women was unconventional and implied sex between the three people, the image was not inappropriately sexual nor likely to offend most people in the community.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.