



## **CASE REPORT**

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| 1. Complaint reference number | 232/99  |
| 2. Advertiser                 | Adelaide Cleaning Equipment (Jet Fire Heaters)  |
| 3. Product                    | Housegoods/services   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 13 July 1999   |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement shows an apparent choral group, all shivering and rubbing their hands together, about to rehearse on a church hall stage. A priest walks in and says ‘All in good voice, are we?’ to which a woman in the group replies ‘It’s too cold’. The priest looks down at her breasts [not seen] and says ‘Hmm, I can see that’. The woman also looks down at her breasts and shrugs apologetically. A blow heater is brought into the hall and ignited, following which the priest is seen to look at the woman’s breasts again and smile with relief, as does the woman. A voiceover then gives details as to the range and availability of Jetfire heaters. In the final scene, the priest’s hand is seen reaching down to turn the heater off.

## **THE COMPLAINT**

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

*“The fact that it was a priest was poor taste to start with, and the fact that the temperature of the room was gauged by the condition of this woman’s nipples was disgraceful, intolerable and undeniably inappropriate.”*

*“Any possible humour was overshadowed by the ad’s display of disrespect for women and, some may believe, for religious figures also.”*

## **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, in the context of the advertisement’s light hearted humour, the portrayal of the priest and the woman could not be regarded as constituting discrimination or vilification, nor would its treatment of sex, sexuality or nudity contravene prevailing community views and standards. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.