



CASE REPORT

1. Complaint reference number	233/07
2. Advertiser	Hippo Jobs Pty Ltd
3. Product	Employment
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 August 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement depicts a young couple embracing on a sofa, viewed from the waist up. The male is topless and the female is wearing a bra. Behind the sofa stands a very disapproving older woman with arms folded looking with distaste on the scene. Text reads "Time to move out? Get a job! Go to hippo.com.au. For part time and casual jobs."

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The ad features two people in a stage of undress, obviously engaging in sexual activity. It was very inappropriate, especially for the train where many school children will be exposed to the ad. It was on the back page of the MX so even if you don't read the MX newspaper, you are forced to see it as everyone else is reading MX.

THE ADVERTISER'S RESPONSE

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

It is never our intention to offend anybody in the general public and we take this complaint very seriously. In saying that it is my belief that the ad although a little "cheeky" we were trying to relay a message to our target market 18-24 year olds that Hippo Jobs (www.hippo.com.au) could help find them a job to set them on a course to afford their own place of residence. The response to this campaign has been enormous with over 31,500 candidates registering in the first 3 months of this site being functional.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted the image of a young man and woman in an intimate position being 'sprung' by one of their mothers. The Board noted that the young man and woman appear to be mature people who are obviously old enough to be in full time employment and move out of home. The Board considered there was no suggestion that they are young teenagers.

The Board considered also that this image of the couple being intimate is relevant to the context of the advertisement and the target audience. The Board considered that the image did not breach section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the

complaint.