



CASE REPORT

1. Complaint reference number	247/99
2. Advertiser	Liquid Lounge
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 August 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a close up photograph of a woman's backside, with skirt hitched up and underpants revealed. Voiceover says 'It's the time to put your butt on the line. The Liquid Lounge in Civic are in search of Australia's 'Rear of the Year'. Calling all males and females to put their butt on the line to represent the A.C.T. in the national finals on the Gold Coast' and continues to give details of the competition and prizes available.

THE COMPLAINT

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

"It is very offensive, crude and ugly and not suitable for children to view."

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 depiction of the woman within the advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.