



CASE REPORT

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| 1. Complaint reference number | 249/08 |
| 2. Advertiser | Adam Internet |
| 3. Product | Telecommunications |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 13 August 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a naked man with his genitals strategically covered throughout by various household items, including a phone, motor bike helmet, computer desk, and an apron with the image of a man's "six pack abs". He extols the advantages of Adam Naked ADSL internet as "liberating"

THE COMPLAINT

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

I find the naked man offensive, he is just gross to look at and I feel that in this day and age when there is so much sex and nudity on TV we don't need to see it for an internet commercial. Tell Adam Internet they could have had the same impact by saying "bare" internet rather than naked and have the bloke dressed up as a bear!! I cannot recall exact times this ad is on but I do remember thinking on some occasions that there would be children watching it and could be quite distressed by this. Don't get me wrong if he was just sitting in his own home naked then that's fine but not on TV in my home!! and yes I do turn the channel over when that ad comes on.

I object to seeing a naked man with a telephone etc. covering his genitals, my daughter was sat with me when this advert came into our living room, I have no desire to see such adverts. What is it with nudity and advertisements? It doesn't want me to rush out and purchase what they are trying to sell, I find it very offensive.

That level of nudity is not required on television.

I just felt it was inappropriate. I can understand why he is naked but I find the ad offensive and I am sure they could find another avenue to advertised naked ads!

THE ADVERTISER'S RESPONSE

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

Our intention with the advertisement is to draw a comical link between Naked DSL and the implied nudity of the "Aussie Everyday bloke" featured in the short. As you will see, there is nothing sexually explicit (or sexual at all for that matter) about the advertisement and you are likely to see more flesh in the music video clips on Sunday mornings.*

**Naked DSL is an industry term that has been used to describe ADSL that is "stripped" of a standard telephone line.*

THE DETERMINATION

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

The Board considered the application of Section 2.3 relating to the treatment of nudity or sexuality. The Board noted the advertiser’s response regarding the intended link between the portrayal of a “naked” man and the product name. The Board noted that, while the man was clearly unclothed, his genitals were well-covered at all times and the majority of the time the image shown was that of a topless man. The Board considered that the depiction did not contravene prevailing community standards on the treatment of nudity or sexuality and therefore that Section 2.3 was not breached.

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