



CASE REPORT

1. Complaint reference number	249/99
2. Advertiser	Freedom Furniture Ltd
3. Product	Housegoods/services
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 shows a dinner party scene, with various shots of the interaction taking place between the guests. A woman is shown smiling towards a man across the table from her and then, under the table, she is seen to be lifting her foot between his legs. The man jerks backwards in his seat, knocking his glass of wine off the table. The camera follows the glass as it falls into the sea below and then pans out to show that the dinner party is taking place upon a platform suspended from a cliff top. The advertisement concludes with the superimposed words ‘Think outside the square you live in. Freedom’.

THE COMPLAINT

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

“We see enough of concerned parents and confused children old before their time and the adults of this nation too weak or too immoral to care ... an immoral woman kicking a guy in the groin under the table.”

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’s actions 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.