



CASE REPORT

1. Complaint reference number	253/05
2. Advertiser	Holden Ltd (Astra Coupe & Wagon)
3. Product	Vehicles
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 September 2005
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement depicts a silver Holden Astra Coupe parked by the side of the road. A man and a woman stand on either side of the vehicle wearing nothing but footwear. An elderly woman in the background is taken aback by the scene. The breasts and genitals of the couple have been pixilated. The words “*Astra Coupe, naturally confident*” appear in large bold text at the bottom of the advertisement. In the second advertisement a young couple are shown standing beside a Holden Astra Wagon. The couple are shown to be naked. The breasts and genitals of the couple have been pixilated. A gardener on top of a ladder in the background looks on with surprise at the scene. The words: “*flex appeal*” appear at the bottom of the image.

THE COMPLAINT

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

“Displaying full nude people and they looked like they were masturbating...”

THE ADVERTISER’S RESPONSE

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

“We believe that the appearance of nude people... in the advertisements supports the core communication that clearly demonstrates that with four airbags and ABS, the Astra provides you with a level of confidence and as such is a valid analogy. Furthermore, and in addition to the pixilation, great care was taken in the execution of the advertisement to ensure that the nudity was portrayed in a very natural and not suggestive or sexual manner.”

THE DETERMINATION

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

The Board was of the view that the nudity depicted in this advertisement was not sexualised in any way and further considered that the images were not pornographic. The Board noted that the breasts and genitalia of the characters in the advertisements had been pixilated and that the images were not overly graphic as no breasts or genitals were shown. Contrary to the complainant’s submission the Board considered that no characters in the advertisement looked as though they were masturbating.

The Board was of the view that in the context of prevailing community standards the majority of people would not find this advertisement offensive. The Board determined that the advertisement did not breach the provisions of the Code relating to the portrayal of sex, sexuality or nudity.

Further finding that the advertisement did not breach the Code on any other grounds the Board dismissed the complaint.