



CASE REPORT

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| 1. Complaint reference number | 255/03 |
| 2. Advertiser | Australian Welder Technology |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 August 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

Two television advertisements were referred to the Board, the first opening on a view of an attractive woman in overalls as a voiceover states: “We can’t guarantee you this...” With the image replaced with that of a male leaning over the same factory equipment, the voiceover continues: “...but we can guarantee you satisfaction with your welding repairs.” Following a view of a group of staff, an image of a woman in a bikini appears along with a graphic giving contact details of Australian Welding Technology. In the second advertisement, a man using welding equipment is indicated to think about the two women in the first advertisement. He pushes his welding equipment off the bench onto the floor, and is seen calling the company from a mobile telephone and saying: “I think my welder is broken.” Again, a closing caption provides the advertiser’s contact details.

THE COMPLAINT

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

“Australian Welder Technology have used bikini-clad girls to advertise their products...they are using sexist images and...in a time slot where children would be watching the TV—mid afternoon on a weekend..”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertising breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that this advertising did not constitute a contravention of the Code’s provisions relating to the portrayal of sex, sexuality and/or nudity.

Following further determination that the material did not breach any aspect of the Code, the Board dismissed the complaint.