



CASE REPORT

1. Complaint reference number	256/02
2. Advertiser	Just Jeans Group (Men's Tops)
3. Product	Clothing
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 November 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement begins with a scene of three young men sitting on a couch, apparently watching sport on the television as jovial and excited spectators. As they start cheering and congratulating each other, a fourth young man runs naked in front of the television in the manner of a 'streaker' at a sporting event. On the young man's naked back is Jay Jays logo. The three young men groan and appear to look away from the naked man. The text appears: 'Lad's tops from \$20.00.' The final image comprises the advertiser's logo and text reading: 'We Make the Clothes. You Make the Ads.'

THE COMPLAINT

Comments which the complainant/s made regarding these advertisements included the following:

"...I think if these ads are going to run they should be at a time when kids should be in bed. I think Jay Jays should even have a look at their ads, I know I don't think much of them myself..."

THE DETERMINATION

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

The Board determined that the advertisement did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, and did not breach any other provision of the Code.

Accordingly the Board dismissed the complaint.