



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 257/02 |
| 2. Advertiser | Nova 100 |
| 3. Product | Media |
| 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 depicts people working out in a gymnasium. A male voice is heard, lamenting that people do not talk to each other and are not friendly, with a female voice agreeing. They then laugh and suggest people should: “Say hello to the person beside you.” The voices are interspersed with images of different people working with various types of gym equipment. The final image shows two men walking while holding hands, together with the advertiser’s logo and the names and images of the morning announcers on radio Nova 100.3FM. Accompanying voiceover encourages people to change their morning listening.

THE COMPLAINT

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

“...The content of this advert was quite unacceptable... I did not expect to see this most offensive advert during the program...”

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/or nudity, and did not breach any other provision of the Code.

Accordingly, the Board dismissed the complaint.