



CASE REPORT

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| 1. Complaint reference number | 263/00 |
| 2. Advertiser | Just Jeans Group (Stretch is Sex) |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 17 October 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, set to music with a Spanish lyric, comprises individual shots of young women playing ten-pin bowling, each wearing a different product style. Interspersed throughout the advertisement are shots of a young male bowling alley attendant and shots of moving, flaming bowls with fire in their wake. The advertisement concludes with a shot of the advertiser's logo and website and the text, 'stretch is sex'.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

'Imagine the very likely scenario of a young teenage girl wearing the "stretch is sex" jeans and the sort of unwanted sexual harassment that will arise.'

'The advertisement wrongly encourages youth to be permissive and to equate that type of apparel with sexuality and the sex act.'

THE DETERMINATION

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

The Board was of the view that the material within the advertisement did not contravene prevailing community standards in its depiction of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.