



CASE REPORT

1. Complaint reference number	265/04
2. Advertiser	Rivers (Aust) Pty Ltd
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 October 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a male sitting on a toilet reading a Rivers catalogue trying to decide what he wants for father's day.

THE COMPLAINT

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

"People don't want to watch people on toilet seats!"

"There's enough junk and rubbish on T.V."

THE ADVERTISER'S RESPONSE

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

"As for a response, we are not sure what to say. All our advertising is done in-house, we film them, we put them together, we deal with the stations and all people featuring in our ads are staff members."

"We're just simple country bumpkins and all this is a bit complicated for us."

THE DETERMINATION

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

The Board formed the view that the majority of people would not find the depictions in the advertisement offensive in the context of prevailing community standards.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

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