



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 266/99 |
| 2. Advertiser | Austereo Pty Ltd (Triple M Brisbane) |
| 3. Product | Media |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Language – use of language – section 2.5 |
| 6. Date of determination | Friday, 20 August 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with voiceover asking ‘Why are Paul, Amanda and James Adelaide’s favourite breakfast show?’ and then shows various scenes of the three presenters in different situations. In one scene, one of the men is shown apparently naked and holding a top hat over his groin. As he takes his hands away from the hat, it remains in position. In another scene, they are shown smearing each other with cream pies and telling each other to shut up.

THE COMPLAINT

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

“... a little offensive to viewers specially when kids are watching and specially the part with the man and his hat what he does and the language and having goes at people.”

THE DETERMINATION

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

The Board determined that the depiction of the man within the advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor did the advertisement breach the Code on any other ground. The Board, accordingly, dismissed the complaint.