



CASE REPORT

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| 1. Complaint reference number | 268/99 |
| 2. Advertiser | Adelaide Cleaning Equipment Pty Ltd (Jet Fire Heater) |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 August 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a female choral group, all shivering and rubbing their hands together, about to rehearse on a church hall stage. A priest walks in and registers alarm as he looks at the women's breasts. The camera then pans across the women's breasts, showing all of them to have apparently erect nipples evident through their tight fitting tee shirts. A blow heater is brought into the hall and ignited, following which the priest is seen to look at the women's breasts and smile with relief. The camera again pans across the women's breasts, this time showing their nipples not to be evident. A voiceover then gives details as to the range and availability of Jetfire heaters.

THE COMPLAINT

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

"Surely this has to be deemed offensive, if not plainly gratuitous and unnecessary."

"I cannot understand how the ogling by a man at a woman's erect nipples is not deemed inappropriate in the realm of commercial advertising, especially on a Sunday afternoon."

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 portrayal of the priest and the women within the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.