



CASE REPORT

1. Complaint reference number	27/01
2. Advertiser	Energex Retail Pty Ltd
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, 13 March 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a man showering (genitals obscured). When he makes a sound of protest, we gather that the water temperature has changed. He leaves the shower stall and, shivering, hurriedly dries himself as a woman enters the bathroom and, facing camera, adjusts her grooming. She observes his discomfort and, with a look of exasperated forbearance, glances towards his (obscured) genitals and says, 'We've got to get a bigger system.' She leaves the room. The man, taken aback, glances towards his lower body as a voiceover says, 'One call to Energex and we can advise you on the right system, arrange installation, guarantee it and you can pay it off on the bill.' The advertisement concludes with a still of the advertiser's logo, the words 'home hot water' and a telephone number.

THE COMPLAINT

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

'The message is quite a blatant reference to inadequate penis size and in my opinion is unnecessary and sexist. The voice and attitude of the woman also make the advertisement quite nasty and adds (sic) to its offensive nature.'

'Very hard to think quickly what to tell my 2 little children what (sic) they are looking at! Very offensive.'

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; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint. The Board noted in passing the humorous intent of the advertisement.