



CASE REPORT

1. Complaint reference number	28/00
2. Advertiser	adidas Australia Pty Ltd
3. Product	Clothing
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 March 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The front cover of the newspaper advertising supplement consists of a photograph of two female joggers, one of who is squatting behind a tree with her shorts pulled down to her knees apparently in the act of urinating. Superimposed over the scene are the words ‘Runners. Yeah, we’re different’. On the second page, is a rear view photograph of a naked man, apparently in the process of changing out of his muddy jogging clothes.

THE COMPLAINT

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

“ A picture of the back of a naked man is bad enough but the front of the advert shows a woman either urinating or defecating. This sort of advertising is not wanted in our daily papers.”

“Is depicting a female urinating going a bit too far? I believe that it is, and private bodily functions like that really have no place being shown on the front cover of an advertising brochure.”

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