



CASE REPORT

1. Complaint reference number	282/01
2. Advertiser	Holeproof (Rio)
3. Product	Clothing
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 November 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement opens on a Brazilian beach scene where two Australian women are seen dressed in street clothes among bathing-suited locals. Noticing a group of beachwear-attired men and women playing volley ball, the girls look at each other, smile, and remove their outer clothes to reveal Rio underwear. The volley ball game breaks up as the men leave the local women to join the two Australians. A superimposed graphic and announcer's voice advise: "You can get away with anything in Rio."

THE COMPLAINT

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

Once again women are portrayed as sex objects; the message being that females are only worthy of male attention when they are scantily clad.

THE DETERMINATION

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

The Board considered most people would view the situation humorously rather than regarding it seriously, and determined that, within the context of prevailing community standards, the advertisement did not constitute discrimination and/or vilification and did not breach the Code's provisions relating to the portrayal of sex/sexuality/nudity.

Finding that the material did not contravene any provisions of the Code, the Board dismissed the complaint.