



CASE REPORT

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| 1. Complaint reference number | 284/04 |
| 2. Advertiser | Beaumont Bathrooms |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 November 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement which features a mother sitting in a spa and the rear view of her child who is naked and lifting a leg to get into the spa. The tagline is “Bathroom Renovations ...it’s the bottom line that counts.”

THE COMPLAINT

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

“Whilst I understand that children often bathe with parents and obviously are naked when entering the bath I found the position of the child to be sexually exploitative and offensive.”

“I find the nature of the pose and the child’s nakedness totally inappropriate. With the world currently in a paedophilia frenzy, I feel this photo is in very poor taste and certainly not suitable to be placed in a public paper.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“[The advertisements] are not meant to be taken as too serious and certainly not intended to be pornographic. They are meant to attract attention and they are meant to bring a smile to the reader for the clever headline and reference to the image ie (the bottom line).”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was surprised that the complainant viewed this advertisement as a sexualized image and did not consider that any part of the image in the advertisement was sexual.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.