



CASE REPORT

1. Complaint reference number	285/07
2. Advertiser	Aussiebum (Flaunt)
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, 11 September 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features two male torsos wearing Flaunt underpants. One shows a side and rear view to emphasise the "soft body hugging comfort" of the product. The second image is front-on and includes the text "The most comfortable men's underwear ever. Flaunt. If you've got it, flaunt it. If you doubt yourself, wear something else"

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

To my mind this type of advertising should not appear in a publication which is readily available to young children.

THE ADVERTISER'S RESPONSE

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

The advertisement in question has appeared in many leading print publications locally and internationally. Sunday Telegraph (SYD), Sun Herald (SYD), Sydney metropolitan bus advertising (70 buses). Internationally the images have appeared on one billboard in Santa Monica Boulevard Hollywood, 350 taxi tops in NYC. Magazines where the advertisement has featured includes Details Magazine (USA), Stuff magazine (USA), Mens Health (USA). There has never been one complaint made in any respect. This includes direct emails, phone calls or references by consumers. We have not been advised by any other advertising standards board internationally of any objection.

The advertisement does not depict any sexual imagery.

The advertisement states the product is for men and it relates to men's underwear and not for boys or children.

There is no nudity, sex, or sexuality shown in the advertisement.

The use of the word FLAUNT - is used in reference to the name of the product. The product is called FLAUNT. This is not an explicit word.

THE DETERMINATION

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

The Board noted that this advertisement is for men's underwear. The Board noted that some members of the community might prefer not to view this type of advertisement but considered that the advertisement's depiction of men's torsos wearing the product was not sexual and was as discrete as an advertisement depicting the product might be. The Board considered that the advertisement did depict the men's bodies in a manner that was appropriate to a broad audience.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.