



CASE REPORT

1. Complaint reference number	289/01
2. Advertiser	Hot & Air
3. Product	Housegoods/services
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement comprises pictures of domestic air conditioning products from various manufacturers, together with details of special pricing offers through Hot & Air, described as “Perth’s leading quality endorsed air-conditioning company”. Within the picture of one unit there is a photograph of a man running naked, with a related caption reading: “Forget the weather.”

THE COMPLAINT

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

‘...to consider it appropriate to publish a picture of a naked person is a concept I simply don’t understand. A repeat of incidences like these will stop me from ever purchasing the Sunday Times.’ (sic)

THE DETERMINATION

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

Noting that the photograph of the man showed him in profile, the Board determined that the advertisement did not contravene the Code in relation to the portrayal of sex/sexuality/nudity.

The Board further found that the advertisement did not contravene the Code on any grounds and dismissed the complaint accordingly.