



CASE REPORT

1. Complaint reference number	291/00
2. Advertiser	Big Colour Pages Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 November 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement, captioned ‘It’s not too late to get more exposure with Big Colour Pages’, portrays a naked, corpulent, bearded man with a tattoo on each of his arms and sandals on his feet, lying on his side, one leg bent and his head resting on a crooked arm. His genitals are obscured by a volume of ‘Big Colour Pages’. In the lower right corner of the advertisement is the text, ‘powered by (logo) citysearch.com.au’.

THE COMPLAINT

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

‘What must visitors to our country think? Than (sic) we idealize obesity? It is really a disgrace.’

‘I find the (advertisement) overtly sexist and offensive.’

THE DETERMINATION

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

The Board was of the view that the material within the advertisement did not contravene prevailing community standards in its portrayal of sex/sexuality/nudity; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.