



CASE REPORT

1. Complaint reference number	293/01
2. Advertiser	Virgin Mobile Aust Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	Outdoor
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 outdoor advertisement features a photograph of a man (recognizable as ‘Gordon’ to people familiar with the Big Brother TV programme) evidently relieving himself at a bathroom toilet, with his genitals just outside the frame of the picture. A balloon caption shows him to be thinking: “They’ve got a better package than me,” while text and a graphic below the photograph reads: “Whatever your reason, it’s worth moving to Virgin. Get better value plus free voicemail. Call 13 33 23.”

THE COMPLAINT

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

‘It is offensive in the way that it has suggested in the photo used that someone using a toilet.’

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 determined that, within the context of prevailing community standards, the advertisement did not contravene the Code in relation to the portrayal of sex/sexuality/nudity.

It further determined that, within the context of prevailing community standards, the advertising material did not breach any provision of the Code. Accordingly, the Board dismissed the complaint.