



## **CASE REPORT**

1. Complaint reference number	295/99
2. Advertiser	Black Swan Theatre Company (Popcorn)
3. Product	Entertainment
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 September 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The outdoor poster advertisement comprises a photograph of a man and woman, both holding pistols, in an embrace. The man is dressed in a singlet and jeans; the woman in shorts and a crop top. The man has one leg placed between those of the woman, is kissing her on the upper breast and has one hand behind her buttocks. Heading text reads ‘Popcorn ... a new play by Ben Elton’.

## **THE COMPLAINT**

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

*“More offensive than the blatant exposure of the woman pictured, is the lustful position in which the couple are posing. The advertisement is nothing shy of a complete degradation of sexual intercourse and the employment of pornography to attract attention is a disgraceful abuse of the power of the media.”*

## **THE DETERMINATION**

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

The Board determined that the depiction of the man and the woman within the advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.