



CASE REPORT

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| 1. Complaint reference number | 299/03 |
| 2. Advertiser | Wool Store Insulation |
| 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, 14 October 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement contains the photograph the back of two naked men running and jumping through the snow. The men are photographed from behind and their bodies partially covered by a red sign that has been superimposed on to the image. The sign reads “Sale extended due to popular demand only while stocks last”. Both of the mens’ bottoms are visible in the photograph. Underneath the photograph appears the following text:

“Don’t let the cold drive you crazy.”

THE COMPLAINT

Comments which the complainant/s made included the following:

“I object strongly to these type of ads as I find them very offensive.”

THE ADVERTISER’S RESPONSE

The advertiser did not make any comments in respect of the complaint.

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 determined that the portrayals in the advertisement did not contravene the provisions of the Code that relate to sex, sexuality and nudity.

Accordingly the Board dismissed the complaint.