



## **CASE REPORT**

1. Complaint reference number	301/00
2. Advertiser	Holeproof (Rio Men's Briefs)
3. Product	Clothing
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts the lower torso of a man wearing (Holeproof Rio) briefs. A starter's voice says, 'On your marks', and the man moves his body front to camera. While a voiceover says, 'This next Olympic event is brought to you by Rio', the starter's voice continues, 'Get set.....' At the sound of the starter's gun, the man jerks and a protuberance moves from his genitals to circle his hips under the briefs. The voiceover concludes, 'You can get away with anything in Rio' (text superimposed).

## **THE COMPLAINT**

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

*'We found the (ad) offensive, rude, crude and in bad taste, particularly during a telecast which obviously attracted a large audience of young people.'*

*'(It is) sexually explicit and provocative in nature making (it) unsuitable for prime-time Olympic viewing. We have primary school age children and uphold Christian values in our home.'*

## **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, noting the contextual humour of the advertisement, was of the view that the material within it did not contravene prevailing community standards in its depiction 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.