



## **CASE REPORT**

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| 1. Complaint reference number | 309/01   |
| 2. Advertiser                 | Geraldton Blinds & Curtains  |
| 3. Product                    | Housegoods/services  |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 13 November 2001  |
| 7. DETERMINATION              |  |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement opens on a night scene of a man looking through binoculars from behind some bushes. After cutting to an indoor scene where a woman is rubbing cream into her legs, the man is shown wiping perspiration from his face before again looking through the field glasses. The scene changes to a window through which a woman can be seen wearing a towel wrap. As she removes the wrap, a caption fills the screen reading: “NEED PRIVACY,” and a voice-over says: “Need privacy?” A sequence of scenes featuring blinds and curtains follows, with the voice-over continuing: “For the best in privacy, protection against the elements, and the look of elegance, see Geraldton Blinds and Curtains. No matter what kind of window fashions you’re looking for, they’ve got it.” The voice-over and a caption give the name, address and telephone number of the advertiser.

## **THE COMPLAINT**

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

*‘I really felt that this advertisement was saying that she should have window covers—I agree but it is also depicting her as an easy target for perverts...showing the vulnerability of women in prime time television was a bit much for me...’*

## **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 the advertisement did not contravene the Code in relation to the portrayal of sex/sexuality/nudity, and did not breach the health and safety provisions of the Code.

Accordingly, the Board dismissed the complaint.