



CASE REPORT

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| 1. Complaint reference number | 312/00 |
| 2. Advertiser | ACP Publishing Pty Ltd (Cleo) |
| 3. Product | Media |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 November 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays a woman swimming in a pool. When she emerges from it, her breasts and nipples can be seen through the fabric of her wet swimsuit. Superimposed text, ‘She hasn’t got a Cleo’, appears on-screen and she covers her breasts with her arms. A voiceover says, ‘Cleo saves us all from our swimwear nightmares with suits that sizzle both in and out of the water. Get a sexy look this summer. Get Cleo.’ The advertisement concludes with shots of different swimsuits being modelled and, superimposed, the issue cover and text, ‘Get a Cleo. Out now.’

THE COMPLAINT

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

‘I found the sexual reference in this add (sic) to be offensive (sexy tips and sexy swimsuits). It was also screened at a time when children could be present. As is a film with religious connotations, I felt that the Cleo Add (sic) was most inappropriate.’

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 material within the advertisement did not contravene prevailing community standards in its portrayal of sex/sexuality/nudity and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.