



CASE REPORT

1. Complaint reference number	314/00
2. Advertiser	Guinness Australasia Pty Ltd
3. Product	Alcohol
4. Type of advertisement	TV
5. Nature of complaint	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 portrays a naked man being pursued through the streets by two men. He holds a garment to cover his genitals as he runs. These shots are interspersed with scenes in a pub with (Guinness) beer being poured. The naked man runs past the pub, his plight is seen by two men at the bar who exchange glances, place an order with the barman and, with one of them removing his jacket, leave the pub. The naked man is seen crouching for cover when his pursuers, closing in, are diverted from different directions by two more naked men. The pursuers realise they've been tricked. All three naked men are then seen in the pub, from the hips up, where a glass of (Guinness) beer awaits each. The advertisement concludes with text, 'Guinness. One for all.'

THE COMPLAINT

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

'Nudity is not a thing to be flaunted for all to see as it is something very personal. These advertisements are cheapening the human body and they are on television at times when children are watching

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 depiction 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.