



## **CASE REPORT**

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| 1. Complaint reference number | 314/08  |
| 2. Advertiser                 | Bonds Industries                                |
| 3. Product                    | Clothing  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Wednesday, 10 September 2008                    |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features a teenage soccer player "free styling" with a soccer ball - taking off his clothes one by one without ever letting the ball touch the ground. With a final flourish he catches the last fall of the ball in the front of his Bonds' underwear.

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*I feel the male is too young to be almost naked, and placing the ball in his underwear is in poor taste. It is definitely not the type of ad I want my children to be watching.*

*It shows two boys playing with a football and 1 of the boys proceeds to take his shirt off whilst balancing the ball on his back. He then takes off his pants and balances the ball, then throws it up and catches it inside the front of his undies. My 10 yr old granddaughter thought it was very rude, and after watching it, I also find it unnecessary to catch it like that. A different ending is needed.*

*A teenager is undressing to his underwear while balancing a soccer ball. He eventually puts the ball in his underwear - it looks like an erect penis. Both my children, aged 8 & 9 questioned why someone would be doing this in public and why would he want his penis to look so big. To an adult, it may be funny but to young children it's confusing.*

## **THE ADVERTISER'S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*In reply to your notification of complaints received by Advertising Standards about the Bonds 'The Short' television commercial, please find Bonds' response to the issues raised by the authors of the letters received.*

*The Bonds Short ad was developed around the insight into young male adults that 'blokes just do stuff'...they find a game in everything, whether it's a game with coasters in a pub, kicking a can on a beach, or in this case, showing off to their mates about the tricks they can do with a soccer ball.*

*The young man featured in the ad is never exposed. He's revealing no less of his body than can be seen on any Aussie beach. We were very careful to ensure that there was nothing sensitive revealed in part or in full. It's just a joyful moment of a young man, clearly very good with a soccer ball, showing off his tricks. His tricks were clearly removing items of clothes down to his undies, all the while doing amazing feats with a soccer ball.*

*The emphasis at all times is in his skill. Our talent, aged 17, is portrayed to be in control of the decision to reveal his skills this way, showing off in front of his mates as is the case with males of this age group. We don't believe that there is anything gratuitous in the spot. We hope that it encourages young men to stay fit and healthy, and above all else, have fun.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered the application of Section 2.3 of the Code relating to sex, sexuality and nudity. The Board noted that there was no nudity portrayed and the depiction of the boy stripping to his underwear while bouncing a football and then catching the football in his underpants was not sexualised at all. The Board also noted that it was appropriate in the context of the product (Bonds underwear) advertised to show the underwear being modelled. The Board therefore determined that there was no breach of Section 2.3.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.