



CASE REPORT

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| 1. Complaint reference number | 315/08 |
| 2. Advertiser | Cartridge World |
| 3. Product | Office supplies/products |
| 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 opens on a photocopier printing a photograph of a blonde woman from the head downwards, posing provocatively and seemingly naked, with her elbows bent to cover her breasts. As the photograph exits the copier, the printing is clear until it reaches her waist, when the ink in the printer appears to run out and leaves the lower half of the woman unprinted. A similar advertisement features a seemingly naked male in a photograph. Text on screen asks "Out of ink? Get the full picture at Cartridge World."

THE COMPLAINT

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

Why I object to this advertisement is that: 1. It is sending unhealthy images of women to the general public and especially to children. 2. It is offensive. 3. It is pornographic. 4. It gives people no rights in controlling what images minors are exposed to.

THE ADVERTISER'S RESPONSE

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

Cartridge World's female 'Out of Ink' TVC is one of three ads currently on air, which include a male version and also a family photo version. The male and the female commercials both received 'M' classifications, with the stations instructed to run these commercials specifically within the appropriate time parameters. The family photo version (G classification) was designed to run in family friendly time zones.

The network's daytime coverage of the Olympic Games, which carries an 'M' classification, has lead to this unfortunate situation. We therefore believe it is the stations responsibility to follow their clients instructions, making sure the commercials are run in the appropriate times, which unfortunately in this case has not happened.

We have specifically produced different commercials to suit different demographics, and believe if the stations place the commercials correctly, then appropriate versions would always be seen by the appropriate target audience.

Our instructions are to continue running the commercials, in the appropriate time zones.

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 whether the advertisement breached Sections 2.1 and 2.3 of the Code on the grounds of discrimination to women and nudity.

The Board noted that the advertisement had received an "M" classification, denoting it suitable for a mature audience and had been displayed in time zones applying to that classification. The Board then considered whether the depiction of nudity in the advertisement was appropriate to the audience and time zone in the context of that classification and agreed that it was treated appropriately. The Board then considered whether the woman was depicted in a way that discriminated against women or contained any unhealthy messages for women. The Board did not consider that the portrayal of the woman was discriminatory toward women and also noted the context of the whole campaign as provided by the advertiser, which included another version of the advertisement where a man was depicted in a similar pose.

For these reasons, the Board found there was no breach of Sections 2.1 or 2.3 of the Code.

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