



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 32/02   |
| 2. Advertiser                 | Just Jeans Group (Long Shorts)                  |
| 3. Product                    | Retail  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 12 February 2002                       |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement, set in a men's changing room, portrays three young men shown naked from the waist up, two of whom are looking down to below the third's waistline. One says, 'That's really long mate', and the other, 'Whoo! Trust me mate, that's long.' As the camera view widens, the three are shown to be wearing shorts, one pair much longer than the others. The advertisement ends with a revolving Just Jeans logo over text, 'Long Shorts'.

## **THE COMPLAINT**

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

*'The ad obviously is implying something that is not acceptable for times when even small children may see it.'*

## **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, on the basis of prevailing community standards, the advertisement did not contravene the Code in relation to the portrayal of sex/sexuality/nudity.

It further determined that the content of the advertisement did not breach the Code on any other ground and, accordingly, the complaint was dismissed.