



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 321/02  |
| 2. Advertiser                 | Simon de Winter (Kayser Perfects)               |
| 3. Product                    | Clothing  |
| 4. Type of advertisement      | Print   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 11 February 2003                       |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement depicts an image of a woman's body from the calf to the waist, dressed in a pair of black lace Kayser Perfect underpants. The text on the lower part of the page states: 'HERE'S YOUR CHANCE TO WIN THE WARDROBE OF YOUR LIFETIME. A YEAR'S WORTH OF KAYSER BRAS AND BRIEFS. HERE'S HOW TO ENTER.' Details of how to enter the competition and the shops where the merchandise is available are listed, together with the advertiser's logo and the words: 'guaranteed to fit.'

## **THE COMPLAINT**

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

*"How could you not view this picture of a woman's underpants so far up her bottom as not indecent, amazes me..."*

## **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 noted that the advertising material might offend a minority of the community. However, the Board determined that the provisions of the Code in relation to the portrayal of sex, sexuality and/or nudity were not contravened.

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