



CASE REPORT

1. Complaint reference number	322/00
2. Advertiser	Taubmans Pty Ltd
3. Product	Housegoods/services
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 November 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement, set to a rendition of the song, ‘The Look of Love’, depicts a man and a woman entering a room which is being painted by two men. The couple kiss and move to a bed. One of the painters observes their activity, touches the newly painted wall, exchanges glances with his fellow workman and they hold hands. A shot of the room is shown in which the workmen are holding hands while they paint and the couple is involved in sexual play on the bed. The advertisement concludes with the text, ‘Taubmans. Change the way you feel.’

THE COMPLAINT

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

‘This is to register a strong protest against this advertisement which promotes voyeurism, exhibitionism, immorality and homosexual behaviour.’

‘I find the image of a couple having sex in the same room as two workmen plus the subsequent homosexual behaviour exhibited by the workmen extremely offensive and irrelevant to the promotion of paint.’

‘Hopefully the vulgar meaning behind this ad went over our kids (sic) heads’

‘This ad is morally bankrupt.’

‘It is highly reprehensible that a reputable company should jump on the band wagon of the homosexual lobbyists instead of helping to promote healthy, stable and secure lifestyles.’

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, given its contextual humour, that the advertisement did not contravene prevailing community standards in its portrayal of sex/sexuality/nudity and that it did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.