



## **CASE REPORT**

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| 1. Complaint reference number | 323/00   |
| 2. Advertiser                 | Just Jeans Group (Hot Skirts)  |
| 3. Product                    | Retail   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 14 November 2000  |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement is set to music with lyrics and portrays a male child who is served, then drinks, coffee at a restaurant/coffee shop, and who is watching women wearing (Just Jeans) outfits. He licks his spoon and drops it twice to have it retrieved by two of the women, each of whom gives him a smile. As the second walks away, the child falls from his chair. The advertisement concludes with the advertiser's logo, website and the text, 'Hot Skirts'.

## **THE COMPLAINT**

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

*'With the prevalence of child molestation it is totally inappropriate to "age" a child ..... or to use a young child in an ad which relies on an interaction with someone demonstrating sexiness.'*

*'Adult sexual behaviour ..... with a small child ..... is abhorrent and wrong, wrong, wrong, regardless of gender of either party.'*

*'To me it has undertones of incest .....*

## **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 was of the view, given the contextual whimsy and humour of the advertisement, that the material within it did not contravene prevailing community standards on Health & Safety or in the portrayal of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.