



CASE REPORT

1. Complaint reference number	326/99
2. Advertiser	B Clear and Simple
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 October 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with the superimposed words ‘B - [live sex scenes] with voiceover saying “The following commercial is rated B. It contains live sex scenes”. The scene then changes to show a man holding a mobile phone and giving details of a mobile phone usage pricing plan. In the background over his shoulder can be seen a man and a woman on a couch, embracing and kissing. The advertisement concludes with the superimposed words ‘B – clear and simple’ with accompanying voiceover.

THE COMPLAINT

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

“As my grandson was watching (he’s 8 years old) we shielded his eyes not knowing exactly what was to follow. The fact that this action was necessary is ridiculous at that time of the evening. We found the whole situation most aggravating and distasteful to say the least.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.