



CASE REPORT

1. Complaint reference number	333/03
2. Advertiser	Holeproof (Antz Pantz)
3. Product	Clothing
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 October 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT This television advertisement opens on a screen of a bunch of bull ants crawling around items in a large old house. The scene then cuts to a woman in her bra and underwear sitting on the bed who tells the echidna beside her to “sic ‘em Rex” after noticing the bull ants crawling over her leg and on her underwear. As the echidna proceeds to eat the ants off the woman’s body, she giggles with delight. This scene is then repeated with two other women who are located in different rooms in the house who are also covered in bull ants and ask the echidna to “sic ‘em Rex”. Both of these women also giggle with delight as the echidna removes the bull ants from their body. The scene then cuts to the three women standing in a corridor of the house as the echidna emerges from a room and a voice over states “Ants Pants. Unbelievable underwear from Holeproof”. **THE COMPLAINT** Comments which the complainant/s made regarding this advertisement included the following:

“The internet bombards us with images of bestiality and now TV advertisers are sliding down that slippery slope.”

“I find this advertisement offensive because it implies that the women are actively seeking and enjoying sexual interactions (cunnilingus) with an animal”.

“While it is a very clever advertisement, I have young children in the house and I really don’t think that its appropriate for them to learn about oral sex in this manner and certainly do not find it funny trying to explain the ad to them”.

“My fellow female colleagues at work share my opinion and found that this commercial is demeaning and degrading for women. I think using an Australian mammal to sexually satisfy women is even degrading to the echidna as an endangered species”.

“How can our kids be subjected to such revolting garbage? The lives of modern children are already difficult enough. They have so many strikes against them”.

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“Holeproof would like to take this opportunity to apologise for any offence our commercial might have caused. We can see that this advertisement is somewhat cheeky however due to the category we are promoting (cute fashionable underwear), we believe it is quite relevant.” “We believe we have treated the subject matter with sensitivity to our relevant target audience, that being women 16-24 years.”

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 agreed with the advertiser that the content of the advertisement was relevant to the product and sensitive to the target audience. The Board considered that the majority of viewers would see the tongue-in-cheek humour depicted in the advertisement and determined that in the context of prevailing community standards, the material in the advertisement did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, nor on any other ground.

Accordingly, the complaint was dismissed by the Board.