CASE REPORT

1.	Complaint reference number	344/05
2.	Advertiser	Radio Rentals Ltd
3.	Product	Housegoods/services
4.	Type of advertisement	Outdoor
5.	Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
		Language – use of language – section 2.5
6.	Date of determination	Tuesday, 13 December 2005
7.	DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement has text reading: "*Is your furniture shagged?*" and depicts three mattresses – one on the ground with a second mattress lying on top and bent. The third mattress is curved upright against the second mattress. The mattresses are positioned so as to suggest that the upright mattress and the bent mattress are engaging in sex. Smaller text reads: "*See our new range of furniture in store now.*"

THE COMPLAINT

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

"… I was travelling with my 12 year old daughter and was disgusted to see such language and innuendo being used to sell furniture."

THE ADVERTISER'S RESPONSE

"… given the nature of the complaint, Sections 2.3 or 2.5 would appear to be the relevant sections of the (AANA) Code. Radio Rentals does not consider the advertisement would be in breach of either section."

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 advertisement did not contain any overly graphic or explicit images and considered that the majority of people would not be offended by the image.

The Board also noted that the complainant took particular exception to the use of the word "shagged" in the advertisement. The Board was of the opinion that, although some members of the public might find the language tasteless, the majority of people would not be offended by the use of that word in the advertisement.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.