



CASE REPORT

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| 1. Complaint reference number | 346/07 |
| 2. Advertiser | Global Shop Direct (Leg Magic) |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 November 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features various women in gymwear demonstrating the use of the Leg Magic exercise machine, while a female voiceover describes the system of use and benefits of the equipment. One scene is a computer-generated image of a woman using the machine, with the voiceover "The Leg Magic works your outer thighs, your inner thighs, your buttocks, your abs and it gives you cardio training as well", during which the shots concentrate on these particular areas of the image.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

This advertisement is disgusting in its content and should not be shown.

THE ADVERTISER'S RESPONSE

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

I feel that the content and the presentation of the ad is entirely appropriate for this program. As the viewer has not specified which part of the commercial he objects to I'm unable to provide specific feedback.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted the complainant's concern and viewed the advertisement. The Board considered that the advertisement is for an exercise machine that targets the lower half of the body in particular abdomen, buttocks and legs. The advertisement concentrates on images of these areas of the body but does so in a manner that is not sexually suggestive or inappropriate. The Board considered that the images were appropriate to the product advertised and that the advertisement did not treat nudity inappropriately.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.