



## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 346/99  |
| 2. Advertiser                 | Ed Harry  |
| 3. Product                    | Retail  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 9 November 1999  |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts a number of street scenes of different men, dressed normally but for the absence of their trousers. In each instance, voiceover asks “Need pants?” and proceeds to give details and prices for a range of trousers on sale.

## **THE COMPLAINT**

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

*“... it is sexually suggestive and explicit and is quite demeaning 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 portrayal of the men within the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.