



CASE REPORT

1. Complaint reference number	348/00
2. Advertiser	Virgin Mobile Aust Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 12 December 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement portrays five people, both men and women, running or walking in a park. They are naked, backs to camera and those whose feet are in frame are wearing running shoes and socks. The advertisement is captioned, 'Unplan Your Life', and depicts the advertiser's logo and website.

THE COMPLAINT

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

'I find the ad offensive because of the nudity. If the same people were standing naked under the billboard they would be locked up for "indecent exposure". But because it's on a great big billboard I gather that it's supposed to be O.K. I'm afraid it's not

'It is very offensive to me and a pathetic example to young people.'

THE DETERMINATION

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

The Board was of the view that the depiction of sex/sexuality/nudity within the advertisement did not contravene prevailing community standards and determined that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.