



CASE REPORT

1. Complaint reference number	348/04
2. Advertiser	Taubmans Pty Ltd
3. Product	Housegoods/services
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 7 December 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement that features a magnifying glass held up against a wall painted with Teflon paint and the magnifying glass reflects a baby's bottom. The tag line is "It's the Teflon that makes walls silky smooth and easy to clean."

THE COMPLAINT

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

".... The photographic pose in the advertisement debases infants, and is totally inappropriate for a magazine of your quality."

"The 'smooth as a baby's bum' inference is not the issue, and such campaign lines have been executed over the years in a more pleasing and acceptable way. However, in this occasion the depiction is improper and tasteless."

THE ADVERTISER'S RESPONSE

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

"We do not believe that we have breached Section 2 of the AANA Advertiser Code of Ethics in that we have not discriminated against anyone in anyway."

"The use of the "smooth as a baby's bum" inference with appropriate drawing has been handled with sensitivity and with a light humorous undertone."

THE DETERMINATION

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

The Board was of the view that the image of the baby's bottom was not sexualised in any way.

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (sex).

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