



## **CASE REPORT**

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| 1. Complaint reference number | 350/06   |
| 2. Advertiser                 | Kosciusko Thredbo Pty Ltd  |
| 3. Product                    | Travel   |
| 4. Type of advertisement      | TV   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3<br>Other - Social values |
| 6. Date of determination      | Tuesday, 12 September 2006   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement depicts a darkened bedroom where a young couple are asleep. Suddenly the man leaps out of bed half asleep, and starts to hurriedly pull on his trousers. As the woman beside him stirs he tells her in a panic “Oh...Oh my god...I’ve got to be back in our room before the girlfriend gets back...if she finds out...” The woman turns on the bedside light and the man stops and freezes, saying sheepishly “Uhm...hi honey”. A voiceover advises “You just don’t get over a trip to Thredbo.”

## **THE COMPLAINT**

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

*I just find the notion of supposed infidelity and the way that it is portrayed as being OK because he was on a ski holiday is offensive.*

*Sexually suggestive, promoting cheating in a relationship as an ok thing and that Thredbo is a great place for casual affairs/sex.*

## **THE ADVERTISER’S RESPONSE**

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

*The humour in this ad is intended for the typical Channel Ten viewer of the 16-39 demographic.*

*We believe that the intended humour that is associated with a fun brand like Thredbo has been missed by the complainant.*

*We apologise if this ad has in any way offended the complainant. This was certainly not our intention. The opinions of the general public is always welcomed and respected and we genuinely appreciate them taking the time to contact you.*

## **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 that this advertisement is shown at night and that its target audience is 16-39 year olds. The Board considered that the advertisement was humorous and that the suggestion of infidelity was not offensive.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the

complaint.