



CASE REPORT

1. Complaint reference number	361/08
2. Advertiser	Bonds Industries Ltd
3. Product	Clothing
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Wednesday, 8 October 2008
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows young woman in a series of scenes with her friends, both male and female. The group of friends are shown in a car driving in the country side, on a beach, in a caravan and near a bonfire at night dancing. All of them are wearing a t-shirt. In one scene a female takes off her t-shirt exposing her back and a bra.

THE COMPLAINT

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

The ad shows pictures of teenagers going away together in a car and stripping to their underwear. It suggests teens are engaging in sexual behaviour, hence promoting casual sex to teens as Bonds is a casual brand.

THE ADVERTISER'S RESPONSE

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

'The Tee' ad was developed around the insight that young Australian's have a love of summer which is rarely spent indoors, they seek new experiences and have a sense of fun and adventure. It is a cinematic piece documenting this summer rite of passage among young adults in their 20's – it is a testament to the small piece of time in our lives where we transition from adolescence to adulthood – where we have a new found sense of freedom.

The story is about friends - two girls and a boy - who embark on a road trip with a wider group of friends over the summer break. It's not with a particular destination in mind but it is a trip they will always treasure - the highs and lows of the story are intended to make this road trip memorable. The dynamic between the friends may be changing ever so slightly as they develop an interest in each other over the course of the trip. It is a reflection of what happens in real life and in our opinion is not sexually explicit in any way.

Bonds is a fun and youthful brand yet always responsible.

THE DETERMINATION

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

The Board considered the application of Section 2.3 of the Code, relating to sex, sexuality and nudity. The Board acknowledged that the advertisement depicted young adults stripping to their underwear, in order to show the product being advertised. However, the Board agreed with the advertiser's

response that the advertisement was not sexually explicit in any way. The Board therefore found no breach of Section 2.3.

The Board also considered whether there was any breach of Section 2.6 of the Code, relating to health and safety. The Board did not find any contravention of prevailing community standards of health and safety.

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