



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 368/03  |
| 2. Advertiser                 | BHP Steel (Colorbond)                           |
| 3. Product                    | Housegoods/services                             |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 11 November 2003                       |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement depicts a couple having a prolonged kiss goodbye while looking at their Colorbond roof.

## **THE COMPLAINT**

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

*“The advertisement has prolonged kissing which is offensive to me”*

## **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 the advertisement portrays people in a way that is either discriminatory, not does it depict any activity that would be contrary to prevailing community standards or attitudes.”*

## **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 the majority of the community would view the advertisement as being humorous.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex, sexuality or nudity.

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