



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 368/99 |
| 2. Advertiser | Telstra Communications Ltd (MobileNet) |
| 3. Product | Telecommunications |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 November 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is headed ‘How’s this for coverage ...’ and features a photograph of a reclining woman, apparently naked, but obscured from thigh to shoulders with an image of a mobile phone. Below the photograph is text providing details of the CDMA option for analogue mobile phone users.

THE COMPLAINT

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

“I thought we had got past using women like this.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the portrayal of the woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.