



CASE REPORT

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| 1. Complaint reference number | 378/03 |
| 2. Advertiser | Holeproof (Rio Socks) |
| 3. Product | Clothing |
| 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 woman pressing a man against a wall and kissing him passionately. As she reaches down his body, she pulls a sock out of his pants.

THE COMPLAINT

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

“I would like to be able to watch shows on TV without seeing these quite explicit advertisements to do with sexual intercourse.”

“Very suggestive and not in keeping with TV program being shown.”

THE ADVERTISER’S RESPONSE

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

“Our M rating has ensured our ad is viewed post 8.30 pm .”

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 viewing this advertisement in the allocated timeslot, would find it 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.