



**ADVERTISING
STANDARDS
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph: (02) 6262 9822 | Fax: (02) 6262 9833
www.adstandards.com.au

CASE REPORT

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| 1. Complaint reference number | 379/00 |
| 2. Advertiser | Virgin Mobile Aust Pty Ltd |
| 3. Product | Telecommunications |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement, captioned ‘Unplan Your Life’, portrays a laughing man and a smiling woman lying in wet clothes in a bath containing water.. He wears a sleeveless tee shirt and trousers; she wears shorts/short skirt and a sleeveless top which is drawn down from her right shoulder and through which the nipple of her left breast is visible. His right leg is drawn up and his right arm clasps the woman’s body below the breast. At the bottom of the advertisement are the advertiser’s logo, service rates, telephone number, branches and website.

THE COMPLAINT

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

‘This is in full view of children. I believe in what the bible teaches on modesty and discretion. This kind of advertising is just not necessary, there are other ways to sell (sic).’

THE DETERMINATION

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

The Board determined that the material within the advertisement did not contravene prevailing community standards in its portrayal of sex/sexuality/nudity and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.