



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 382/03  |
| 2. Advertiser                 | Ozzieweb Pty Ltd (Cheetah ADSL Broadband)       |
| 3. Product                    | Telecommunications                              |
| 4. Type of advertisement      | Print   |
| 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 bikini clad woman as part of an advertisement for ADSL Broadband.

### **THE COMPLAINT**

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

*“... there is more than enough sexual content on the internet as is without ‘internet service providers’ blatantly taking advantage of this fact to gain more business. It is inappropriate and offensive.”*

### **THE ADVERTISER’S RESPONSE**

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

*“Although it expresses a bit of ‘tongue and cheek’ it is primarily designed to attract the public to ‘turn on ADSL Broadband’”.*

### **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 there was no overt inference made of sexuality or indication of pornography.

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.