



CASE REPORT

1. Complaint reference number	389/03
2. Advertiser	LG Electronics Aust Pty Ltd (Flatron LCD Computer Monitor)
3. Product	Information Technology
4. Type of advertisement	Print
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 November 2003
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

Each advertisement in the series depicts a man in shorts with his abdominal area highlighted and framed, along with the tagline “thin is beautiful”.

THE COMPLAINT

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

“I strongly believe that the advertisement in question is not only offensive but also severely lacking in any cerebral scope.”

“Thousands of males and females fight this notion the media place on us to be thin and beautiful.”

THE ADVERTISER’S RESPONSE

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

“Our headline “thin is beautiful” was used to reinforce the fact that:

1. Our LCD monitors are very slim”

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 identify the play on words intended and see the humour intended by the advertisement.

The Board found that the depiction did not contravene the provisions of the Code relating to health and safety.

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