



CASE REPORT

1. Complaint reference number	405/99
2. Advertiser	Manchester Unity
3. Product	Insurance
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 7 December 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement depicts a naked baby's buttocks and is headed with the words 'Even as a baby I was a member'. Further text gives details of the health insurance cover offered by the advertiser.

THE COMPLAINT

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

"There is so much sex offending within the community I feel we have an obligation as community members to try and curtail any fantasy enhancing advertisements such as shown in the abovementioned campaign ... I feel the sight of naked babies has no place in the paper in an advertising campaign."

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 was of the view that the depiction of the baby within the advertisement did not contravene community standards in its treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.