



CASE REPORT

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| 1. Complaint reference number | 418/99 |
| 2. Advertiser | Jockey Aust Ltd |
| 3. Product | Clothing |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor billboard advertisement consists of a photograph modelled on the well-known photograph of U.S. Marines raising the American flag on Iwo Jima during World War 2. The ‘soldiers’ in the advertisement are depicted wearing boxer shorts rather than military uniforms and the words ‘Jockey Boxers - In the pursuit of freedom’ are superimposed over the image.

THE COMPLAINT

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

“I consider this to be grossly offensive to the many thousands who fought and died on Iwo Jima and throughout the War.”

“To see an ad now mocking the heroism of men in battle is painful to me, having lost some friends in WW2.”

THE DETERMINATION

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

While appreciating the personal concerns expressed by the complainant/s, the Board determined that the depiction of the scene within the advertisement was not such as to constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.