

CASE REPORT

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| 1. Complaint reference number | 420/03 |
| 2. Advertiser | Bonds Industries (Women's Chesty Singlet) |
| 3. Product | Clothing |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 9 December 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts Sarah O'Hare walking along a beach in a bikini bottom and Bonds singlet, then removing her top to take an outdoor shower. She has a slight tan as she says 'you won't want to take it [Bond's Chesty] off all summer'.

THE COMPLAINT

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

"Bonds/Sarah O'Hare would appear to show a blatant disregard for the current Water Restrictions imposed in many places across Australia ."

"Does BONDS/Sarah O'Hare condone excessive exposure to the sun without adequate sun protection?"

THE ADVERTISER'S RESPONSE

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

"... is clearly not in breach of the current water restrictions as it features the use of a shower which is an activity not covered under the restrictions."

"I do not believe we are not encouraging excessive sun exposure. The TV commercial is a light hearted send up of this 'farmers tan' which is something that already occurs everywhere across Australia today with people working outdoors in the Chesty singlet."

"Sarah O'Hare's skin is not red or burnt. The effect as you pointed ut was achieved by chemical tanning processes which have become very popular today as an alternative means of tanning."

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board agreed with the advertiser's response.

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.