



CASE REPORT

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| 1. Complaint reference number | 427/99 |
| 2. Advertiser | Lowes Menswear |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a group of men playing cricket and, in the process, discussing the various items of clothing they have purchased from Lowes. The two batsmen in the game appear to be naked except for a cricket pad on each leg and another cricket pad taped over their groin area.

THE COMPLAINT

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

“This commercial was very disgusting to my sense of decency.”

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 men 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.