



CASE REPORT

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| 1. Complaint reference number | 433/99 |
| 2. Advertiser | Seaworld Pty Ltd (Red Herring Surf) |
| 3. Product | Clothing |
| 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 consists of a number of scenes of a group of teenage girls in a beachside setting. Various shots are shown of the different articles of clothing worn by the girls, including bikini tops and bottoms. The final scene involves a close up shot of one of the girls looking directly at the camera.

THE COMPLAINT

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

“... the paedophilic advertisement with the, I would guess, approximately 12 year old female child looking seductively into the camera.”

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 girl 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.