



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 434/03 |
| 2. Advertiser | Simex Marketing Australia (Simex Tyres) |
| 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, 9 December 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement depicts a man with black latex on his face and hands and a spiked dog collar around his neck, caressing various tyres.

THE COMPLAINT

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

“I find this advertisement offensive with a man advertising tyres dressed in a rubber face mask and body suit with spike studs and felt that this is very inappropriate viewing for our 14 year teenager also.”

THE ADVERTISER’S RESPONSE

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

“The Simex ‘rubber man’ was created as a comical character to simply amplify the proposition that Simex tyres is a company obsessed by rubber.”

THE DETERMINATION

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

The Board found the advertisement to be humorous.

The Board found that the depiction did not contravene the provisions of the Code relating to portrayal of sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.