



CASE REPORT

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| 1. Complaint reference number | 436/99 |
| 2. Advertiser | AAPT Ltd (The AAPT Championships) |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | Print |
| 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 print advertisement consists of a photograph of the tennis player Lleyton Hewitt with the superimposed words ‘Come and see him put his balls on the line’ as well as details of the AAPT Tennis Championships.

THE COMPLAINT

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

“To use a double meaning of this type seems to be a pretty crude way of getting an ad noticed ... I don’t like the idea of women and younger people in general being exposed to this type of innuendo.”

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 contents of 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.