



CASE REPORT

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| 1. Complaint reference number | 437/99 |
| 2. Advertiser | Telstra Corporation Ltd (Call Connect) |
| 3. Product | Telecommunications |
| 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 commences with a scene of a man picking up a deflated volleyball as voiceover says ‘Telstra Call Connect 12456 is the directory assistance that connects you straight through’. The man is then shown speaking into a mobile telephone, saying ‘Ah, yeah, I’m after Steve’s Sporting Goods at Belmont ... Hello, Steve’s ... do you sell volleyballs ... what kinds ... how much?’ As the camera pans back, the man is revealed to be naked and to be in a nudist colony, surrounded by others who also appear to be naked, although genital details are obscured by various objects. He continues speaking on the telephone, saying ‘Hang on ... anybody got a pen?’ as he looks around despairingly at his companions. Voiceover concludes ‘Telstra Call Connect 12456... One more way Telstra is making life easier’.

THE COMPLAINT

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

“The television advertisement shows a group of people of various ages, holding wreaths of leaves in the shape of numbers to hide their nakedness. As well as this, there are people in the background that appear blurred but are stark naked ... It is extremely offensive to those who do not wish to see such disgusting material.”

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 people 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.