



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 439/99  |
| 2. Advertiser                 | Creative Brands Pty Ltd (Le Tan Fast)           |
| 3. Product                    | Toiletries                                      |
| 4. Type of advertisement      | Outdoor   |
| 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 outdoor billboard advertisement consists of a full-length rear view photograph of a naked woman walking along a pier. Superimposed over the image are the words ‘You can if you Le Tan’.

## **THE COMPLAINT**

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

*“How can I tell my eighteen year old son that he must concentrate on driving when the ‘grown up’ world tells him it must be OK to feast your eyes on a provocative ad ... Surely the code must provide for ads like this to be in magazines only?”*

## **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 woman 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.