



CASE REPORT

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| 1. Complaint reference number | 47/08 |
| 2. Advertiser | Best & Less (Bond's underwear) |
| 3. Product | Clothing |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 13 February 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement in a Back To School catalogue features a young teenage boy and girl standing back to back and modelling Bond's underwear.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

As a school teacher we try to encourage appropriate behaviour and try not to promote sex before marriage. The ad encourages premarital sex and at the age of 14. The advertisement lacks responsible standards and is pressuring children to perhaps make wrong choices and unwanted pregnancies. If a child falls pregnant on a school camp and is underage-the police are involved. It is embarrassing and I have seen staff deal with this. The ad makes teachers jobs very hard -when the advertising saying this OK for a girl to appear in your underwear with a boy who is 14. This terrible that children had to pose like this. Furthermore it is not honouring to God or society.

THE ADVERTISER'S RESPONSE

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

We are very sensitive to the issue of photographing children, particularly when advertising underwear. Our policy is to not photograph any children wearing briefs, cami tops or crop top styles. These items are always photographed as flat products. However, when advertising singlets and/or boxer shorts, we do on occasion photograph these items on models over 12 years. We do not ever photograph any type of underwear on models under 12 years.

Our creative brief for all of our advertising is to communicate the Best & Less family values and to ensure that we meet community standards. I note your complainant's comments. However, I do not believe that the photograph in question promotes premarital sex or in fact is in any way sexually suggestive. The models in fact were selected to appear to be from the same family.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted the complainant's concern that this advertisement sexualises children and encourages sex between teenagers.

The Board considered that the depiction of children (teenagers in this case) modelling age appropriate garments in an age appropriate manner was not of itself sexual or in breach of the Code and did not of

itself encourage sexual activity or premarital sex even if the advertisement did include boys and girls in the same image.

The Board carefully considered this advertisement. The advertisement depicts a boy and a girl wearing Bonds underwear (underpants and singlet/camisole), standing back to back with their arms crossed. The Board considered that the images of the boy and girl were not in any way sexual, that the children were wearing age appropriate garments, and there was no depiction or suggestion of any sexual or intimate behaviour between the two.

The Board considered that most members of the community would consider the advertisement as being non-sexual and determined that the advertisement did not breach Section 2.3 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.