



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 51/03   |
| 2. Advertiser                 | B & B Heating Centre Tasmania                   |
| 3. Product                    | Housegoods/services                             |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 11 March 2003                          |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement comprises cuts between scenes of a young woman in a bikini, LG heating equipment, and members of the B & B Heating Centre ‘team,’ over a music track. The content also includes contact details for the B & B Heating Centre.

## **THE COMPLAINT**

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

*“I strongly object to the gratuitous close-up shots of a young woman in a bikini and believe it has no relevance to the product being promoted.”*

## **THE DETERMINATION**

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

The Board considered that while some of the imagery might not relate directly to the product or business, it did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity.

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