



CASE REPORT

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| 1. Complaint reference number | 54/00 |
| 2. Advertiser | Andy Arvanitits Mechanical Repairs |
| 3. Product | Professional Services |
| 4. Type of advertisement | Cinema |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The cinema advertisement comprises a still slide of a man standing in front of a motor car with its bonnet raised, surrounded by the images of three women dressed in underwear and carrying feather boas. The words ‘Andy Arvanitits Mechanical Repairs’ are superimposed over the top of the image.

THE COMPLAINT

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

“I find this type of advertising to be offensive, and the display of pornographic material to children to be criminal. I would like to be able to take my grand daughters to a children’s show without having them exposed to this sort of imagery.”

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 women 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.