



CASE REPORT

1. Complaint reference number	55/03
2. Advertiser	Samsung Electronics Aust Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	Outdoor
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

The outdoor advertisement referred to the Board features a naked back view of a woman holding a mobile telephone to her ear, with accompanying headline text reading: ‘DigitAll *flaunt*.’ Other text details: ‘A new mobile with a lot of chic,’ and a representation of the mobile telephone appears over stylised text reading: ‘SAMSUNG DIGITall. Everyone’s invited,’ and an Internet website address.

THE COMPLAINT

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

“The image alone is unacceptable plastered over hundreds of Bus Shelters. The text is worse... Samsung sucks.”

THE DETERMINATION

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

The Board noted advice from the advertiser that the campaign to which the advertisement related “has been praised for being one of the most well executed, tasteful campaigns in the mobile phone industry.”

It was the determination of the Board that the advertisement did not contravene the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity.

Further finding that the content of the advertisements did not breach the Code on any other grounds, the Board dismissed the complaint.