



CASE REPORT

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| 1. Complaint reference number | 65/05 |
| 2. Advertiser | Optomeyes Optometrists |
| 3. Product | Professional Services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 April 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement depicts a close up of a woman in an optometrist's office. The voiceover explains that many people lose their short sight vision with the onset of ageing. The advertisement then cuts to several scenes of the young woman and another man engaged in intimate acts. The characters are shown only from the shoulders up. The last scene shows the optometrist's equipment being moved to one side of the screen and the woman is shown with ruffled hair and smudged lipstick.

THE COMPLAINT

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

"This ad is offensive as it has strong sexual references during the entirety of the ad. It is often run at times when children of all ages may be watching commercial television."

THE ADVERTISER'S RESPONSE

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

"The aim of this particular advertisement is to highlight the benefits of spectacles for "close up" vision. Viewing of the advertisement will explain the relevance in context."

"We have instructed [the media agent] to restrict airing of the advertisement to after 8.30pm at night."

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 that in the context of prevailing community standards the majority of people would find this advertisement humorous rather than offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

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