



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 7/02  |
| 2. Advertiser                 | J Boag & Son Brewing Ltd (James Boag's Premium Lager) |
| 3. Product                    | Alcohol   |
| 4. Type of advertisement      | Print   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3       |
| 6. Date of determination      | Tuesday, 12 February 2002                             |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement features a photograph of a woman holding a glass sitting on a staircase, her clothing and legs apart to reveal her underwear. The words, 'Who is James Boag?' are superimposed on the photograph, beneath which appears a poured bottle of James Boag's Premium Lager and the caption, 'James Boag's Premium'.

## **THE COMPLAINT**

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

*'I found it extremely offensive and blatant.'*

## **THE DETERMINATION**

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

Noting advice from the advertiser that the advertisement had been placed only in HQ and Black & White magazines, the Board determined that, in the context of prevailing community standards attaching to such publications, the material within it did not contravene the Code's provisions relating to the portrayal of sex, sexuality/nudity.

The Board further determined that the material did not breach any other provisions of the Code and, accordingly, dismissed the complaint.