



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 73/03   |
| 2. Advertiser                 | LG Electronics Australia Pty Ltd                |
| 3. Product                    | Telecommunications                              |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 8 April 2003                           |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement portrays an office situation, where a boss bursts into a boardroom to find a group apparently at work, although when he closes the door it is clear the group have been watching a soccer match on a Plasma television screen hanging behind the door. When the group cheers, the boss opens the door again, only to find the staff quietly working. As the view changes to a Flatron Plasma screen, a voice-over states: “LG’s Flatron Plasma. Turn on the world.” The scene changes again to show the boss cheering and gyrating in his own office while watching the soccer game on another Plasma screen, with a closing graphic incorporating the LG logo and text reading: ‘Life’s good.’

## **THE COMPLAINT**

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

*“I think this ad is obscene as it shows someone masturbating himself in public at a time when many young impressionable people may be watching a popular sporting event.”*

## **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 found no sexual reference or connotation in the advertisement and determined that it did not breach the Code in relation to the portrayal of sex, sexuality and/or nudity.

Further finding that the content of this advertisement did not contravene any area of the Code, the Board dismissed the complaint.