



CASE REPORT

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| 1. Complaint reference number | 76/02 |
| 2. Advertiser | Officeworks Superstores Pty Ltd |
| 3. Product | Retail |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 April 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The same television advertisement as the subject of complaint 70/02 portrays a man being addressed by a series of work colleagues while occupying a toilet cubicle.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included

the following:

“...sickening and rude...showing an old man on toilet being constantly interrupted with door opening by various rude people...in very bad taste.”

THE DETERMINATION

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

Considering the advertisement within the perspective of prevailing community standards, the Board determined that the content did not offend the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity.

Having further determined that the content of the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.