



CASE REPORT

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| 1. Complaint reference number | 8/06 |
| 2. Advertiser | Dodo Internet Pty Ltd (streaker) |
| 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, 14 February 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement takes place at a nudist colony cricket match where the team players and spectators are naked, but with genitals pixelated. A Richie Benaud-type commentator notices a female “streaker” wearing shorts and a Dodo t-shirt, run onto the pitch and a policeman wearing only a utility belt apprehends her. A female in the crowd comments to a male friend “Some people will do anything to be different”. The Dodo special offer of 6 months free dial-up access is displayed on screen.

THE COMPLAINT

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

Even though the spectators and players are mildly fuzzy it leaves nothing to the imagination and is down right disgusting.

My 8 year old daughter is confused – At school and home she is told that if any person exposes themselves it is a very serious matter and should be reported to the school/police/parents.

THE ADVERTISER’S RESPONSE

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

There is no nudity shown ...although it is implied...all actors were clothed in skin-toned clothing.

...nothing in the advertisements is likely to cause alarm or distress to children.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered whether the nudity in the advertisement was treated with sensitivity to the relevant audience and the relevant programme time zone. The Board considered that the advertisement was a humorous parody and portrayal of streakers at the cricket. The Board noted that no genitals were shown in the advertisement nor was there any sexual behaviour in the advertisement. The Board considered that the nudity in the advertisement was treated with appropriate sensitivity.

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