



## **CASE REPORT**

1. Complaint reference number	84/00
2. Advertiser	ThomsonConnect Worldwide
3. Product	Professional Services
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 April 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement comprises three photographs, each depicting the same part of two bodies pierced and joined by rings: ears, women's tongues and women's nipples. Each is captioned 'Connectivity' and sub-captioned 'listening to learn', 'speaking the language' and 'making an impression' respectively.

## **THE COMPLAINT**

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

*I wish to protest at the images of female mutilation and bondage shown in the ThomsonConnect Worldwide advertisement .....*

## **THE DETERMINATION**

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

The Board was of the view that the images depicted in the advertisement did not contravene community standards in their treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.