



CASE REPORT

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| 1. Complaint reference number | 88/03 |
| 2. Advertiser | Fremantle Football Club |
| 3. Product | Leisure & Sport |
| 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 opens on a kitchen scene of a man drinking coffee and leafing through a newspaper while a woman is indicated to be taking a shower in a nearby bathroom. He approaches the bathroom door and calls: “See you later, love. I’m off,” putting on his Fremantle Dockers scarf, he is starting to leave when the woman appears from the bathroom wearing only a towel. She approaches the man and lets the towel fall to the floor. After a pause as if to consider the situation, the man gives the woman a quick kiss and leaves. The advertisement ends with a graphic reading: ‘Do you have the passion? Join Now,’ together with the Fremantle Dockers logo.

THE COMPLAINT

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

“Is there no morality or female modesty left in the Western World? No wonder the Islamic World is disgusted with the West. This advertisement is vulgar and highly offensive to me.”

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 noted the advertiser’s response, in part stating: ‘The campaign poses the question: what is more important, and therefore which would you choose – going to a Fremantle game or enjoying an afternoon with your beautiful wife? We believe our supporters show passion for the team above all other life options.’

Considering that the depiction would be regarded as amusing by the majority of viewers, the Board determined that it did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity.

It further determined that the advertisement did not breach the Code on any other grounds, and consequently dismissed the complaint.