



## **CASE REPORT**

1. Complaint reference number	90/02
2. Advertiser	Just Jeans Group (Vintage Jeans)
3. Product	Clothing
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 9 April 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features a young couple shown apparently exhuming a deceased couple of which they have a photograph, in order to obtain their jeans. The young man and woman are seen donning the jeans and walking away from the scene arms entwined. At the end of the advertisement, a Just Jeans logo is accompanied by text reading 'Vintage Denim.'

## **THE COMPLAINT**

Comments which the complainant/s made regarding this advertisement

included the following:

*"The glorification of theft and grave desecration is hardly the image of the progress of society that should be displayed."*

*"I realise that it isn't real life, but the very implication is disgusting."*

*"It is offensive." "...extremely poor taste and offensive to say the least."*

*"I object to the advertiser's presumption that you do anything to secure their product."*

*"...totally disrespectful to the dead and their families...a stupid and insensitive ad."*

*"I find this ad extremely offensive and so do my teenage children."*

*"The ad is in very poor taste and is very hurtful to any viewer who has lost a loved one."*

*"...this ad is disgusting and I don't know how anyone could let this ad on TV."*

.../2

## **Complaint Reference Number 90/02 page 2**

*"This ad is morbid and is portraying a criminal offence."*

*"I am not a religious person, but this advertisement is perverse, morbid and unnecessary..."*

*"...I am left wondering what Just Jeans may come up with next when they have finished with grave robbing and live animal eating."*

*"If such an act is not actually illegal, it surely offends accepted community standards of decency."*

*“My family and I found this ad to be very offensive...within the children’s viewing time...”*

*“I find this both macabre and distasteful and the suggestion/message very inappropriate.”*

*“...the willful damage that is done to graves and monuments is astounding and does not need promoting in this manner.”*

*“Whilst I find the ad offensive I may not have felt compelled to complain if it had been aired after 8.30pm in an MA rated show or a higher rated show.”*

*“I find Just Jeans ads quirky and never very good but this was just trashy and shows how moral standards are falling.”*

*“I don’t think any reasonable person would see a humorous side to this. There are some things that should be respected no matter what.”*

*“Grave digging is an illegal and tasteless activity which is frowned upon to state it lightly.”*

## **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 considered that the advertisement depicted a fictional situation that was not intended to be taken seriously but to found entertaining.

The Board determined that while some people might take exception to the portrayal, the material did not contravene any provisions of the Codes provisions and, accordingly, it dismissed the complaint.