



## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 93/05   |
| 2. Advertiser                 | Bolle Australia                                 |
| 3. Product                    | Clothing  |
| 4. Type of advertisement      | Outdoor   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 12 April 2005                          |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This billboard advertisement shows three people in a bed, one woman and two men on either side. All three are wearing Bolle sunglasses. The tagline of the advertisement is “serious protection”.

## **THE COMPLAINT**

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

*“I think the advertisement is not suitable to be viewed by young children and unfortunately it is located on a very busy street.”*

## **THE ADVERTISER’S RESPONSE**

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

*“The creative represented an extreme lifestyle. It gives an impression of living life to the limits. Three in the bed is to indicate the night after a party where they have crashed out randomly.”*

*“This outdoor campaign period has long expired (Dec 2004).”*

## **THE DETERMINATION**

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

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

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