



CASE REPORT

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| 1. Complaint reference number | 94/02 |
| 2. Advertiser | Ian Jones Insurance Brokers Pty Ltd |
| 3. Product | Insurance |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 April 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The representation of the outdoor advertisement reviewed by the Board incorporates a rear view image of a leaping naked man with accompanying headline text reading: ‘Covering Your Assets’ (with the ‘ets’ less prominent than the ‘Ass’ in the final word). The advertisement also incorporates a logo and stylised name of Ian Jones Insurance Brokers together with a strap line ‘insurance isn’t easy’ and contact telephone numbers for Raymond Terrace and Newcastle offices.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement

included the following:

“The nude figure leaves very little to the imagination, and the wording of the poster has a double meaning which is in our opinion inappropriate.”

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 under prevailing community standards the majority of people exposed to the outdoor advertisement would not be offended by it.

The Board determined that the material did not contravene the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity and that it did not breach the Code on any other grounds.

Accordingly, the complaint was dismissed.