



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 95/02 |
| 2. Advertiser | Tourisem Queensland |
| 3. Product | Travel |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Monday, 22 April 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement combines tourist images of North Queensland with a song track with words including: “Get On Up. Stay On The Scene. Get On Up. Like A Loving Machine,” the latter coinciding with vision of nightdressed woman jumping onto a hotel bed where a man is indicated to be awaiting her. Towards the end of the advertisement, a female voice supports on-screen graphics, saying: “Get on up to Cairns now, and enjoy three nights for just \$363 including airfares.”

THE COMPLAINT

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

“This I find offensive, especially as it has been shown in the afternoon at the weekend and not that late of in the evenings, when children, respectable young women and older women can be watching TV.”

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 determined that the content of this advertisement did not contravene the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity.

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