



CASE REPORT

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| 1. Complaint reference number | 98/00 |
| 2. Advertiser | Just Jeans Holdings Ltd |
| 3. Product | Retail |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 April 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisement consists of a man and a woman making a variety of sounds, including ‘Oh’, ‘Aah’, ‘Yeah’ and ‘Yes’, as in the ‘When Harry Met Sally’ film portrayal of simulated sex. An intermittent thud is heard for the duration. The woman sighs and says, ‘I’ll take them’. The man says, ‘Is that eftpos, cash or credit?’ A female voiceover announces, ‘Levi’s extreme flares from Just Jeans. The sexiest jeans you’ll ever buy.’

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

‘This is the stuff you would see and hear in XXX rated movies. I really think this material is unsuitable for the general public especially children as it is highly adult material and has no relation to the merchandise being advertised.’

‘I work in a male dominated industry and when this ad is played with myself being the only female present in the workplace, understandably I am made extremely uncomfortable. I also hold concerns for those people with sensitive children within ear shot’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the portrayal of sex/sexuality/nudity within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.