



CASE REPORT

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| 1. Complaint reference number | 448/03 |
| 2. Advertiser | Perth Theatre Company |
| 3. Product | Entertainment |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 17 February 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print ad which depicts the legs of a female pulling down her underpants beside a bed in high heels and the tag line is “So exciting, you may feel naughty.”

THE COMPLAINT

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

“.. I consider [the advertisement] to be offensive, disgusting and degrading...”

THE ADVERTISER’S RESPONSE

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

“The advertisement was intended to be light-hearted, ambiguous and attract attention. Our prime motivation was to convince people that yes, theatre is exciting and is not necessarily what you think it might be. It was primarily aimed at a core target market of 25-45 year olds.”

“[We are an organisation] that is supportive of all gender, sexual preference, race, religion, ethnicity, disability and political persuasions.”

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.