



CASE REPORT

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| 1. Complaint reference number | 452/03 |
| 2. Advertiser | Hallam Penthouse |
| 3. Product | Other |
| 4. Type of advertisement | Outdoor |
| 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 an outdoor advertisement which depicts images of two women's faces with provocative facial expressions and the tag line "AAA Brothel, Hallam Penthouse. Indulge yourself today".

THE COMPLAINT

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

"Council believes that the content of the sign is an unnecessary portrayal of sex. The signage is an offence to members of the City's diverse cultural community and it is improper for viewing by children".

THE ADVERTISER'S RESPONSE

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

"I can attest that this particular billboard advertisement complies in respect with the governing legislation and regulation."

".. the advertisement content is not an unnecessary portrayal of sex. Any view of this order is predicated on high moral dudgeon."

THE DETERMINATION

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

The Board noted that the majority of people would not find the images of the women in the advertisement to be offensive.

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.