



## **CASE REPORT**

1. Complaint reference number	87/04
2. Advertiser	Sachi Australia Ltd
3. Product	Clothing
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 May 2004
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement is a print advertisement that features a female crouching down with her arms out to the side and her chest up against her knees wearing only a pair of black Sachi boots.

## **THE COMPLAINT**

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

*“This ad trivialises women and this is offensive. It uses sex to sell a product and this is offensive.”*

*“It harms children who should be allowed to be children and not be exposed to sex blatantly.”*

## **THE ADVERTISER’S RESPONSE**

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

*“The image selected for the use on the billboards uses the female form to showcase our potentially best selling boots for the season. Whilst nudity is part of that image, for the previously mentioned reasons, the image does not portray or imply any sexual act.”*

*“We believe that this image is entirely relevant to our target audience – females 19-35 years of age with a higher than average disposable income.”*

## **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 in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity or discrimination (sex)/vilification.

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