



CASE REPORT

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| 1. Complaint reference number | 288/05 |
| 2. Advertiser | Bendon Ltd |
| 3. Product | Clothing |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 October 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a photograph of a young woman wearing white lingerie. The name of the lingerie brand (“Bendon”) is spelt out in large, bold, white text that is suspended behind the model.

THE COMPLAINT

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

“... I am just so sick of leaving my house and seeing a giant lingerie model that I felt that I had to complain. I find it invasive that I have to avert my eyes everytime I leave my house and walk down the street. My complaint is deeper, though. I’m sick of certain women being glorified. I feel that most of the women in advertisements are unusually thin, some are quite obviously anorexic...”

THE ADVERTISER’S RESPONSE

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

“... The purpose of the advertising is to highlight to women the beautiful range of Bendon lingerie products available to them. The image in no way discriminates against women, this product is worn every day by most women throughout Australia .”

“At Bendon, we recognise that lingerie is a wardrobe necessity, and we always aim to advertise these essential garments in the most tasteful way possible.”

“The lingerie advertised offers good body coverage...”

“... Our current campaign model is healthy and curvaceous (she was approx 70kg at the time of the shoot). Women have described her as being “natural, approachable and real” in appearance. This is an intrinsic part of what the Bendon brand stands for – real lingerie for real women.”

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 advertisement did not portray any nudity and that the image was not overly graphic in that it did not expose the breasts or genitals in any way.

The Board was of the opinion that the images used in the advertisement were relevant to the product being advertised.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex, sexuality or nudity.

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