



CASE REPORT

1. Complaint reference number	292/05
2. Advertiser	Ella Bache
3. Product	Toiletries
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 with her back turned to the camera. The young woman is not wearing a top. We can only see her bare back and her face. She is depicted as sitting atop an ice cream cone. A wrapper around the ice cream cone contains the words: “Great tan without sun”. The words: “Skin good enough to eat” appear in blue text against a light pink background. The Ella Baché logo appears in the lower right-hand corner of the advertisement.

THE COMPLAINT

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

“... This nakedness is gratuitous and depicts this young woman as an object to be consumed for pleasure. She also appears to be complacent and happy to be so regarded. I find this suggestion undermines the idea that women should be valued for attributes other than their physical attractiveness...”

THE ADVERTISER’S RESPONSE

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

“... Knowing that this communication was to appear outdoors, great care was taken when deciding on the model’s pose to ensure that the nudity was not gratuitous.”

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 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 did not breach the Code on any other grounds, the Board dismissed the complaint.