



## **CASE REPORT**

1. Complaint reference number	558/09
2. Advertiser	Centrefold Lounge
3. Product	Professional Services
4. Type of advertisement	Transport
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Wednesday, 9 December 2009
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This mobile advertisement appears on a personal vehicle and has images of three young women reclining dressed in bikini's and with blonde hair. The advertisement is for a gentleman's club.

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

- 1. it is distracting to other drivers*
- 2. Other Adult entertainment, when advertising on TV is governed by a timeframe - I think between 11pm and 3am. Unfortunately when these services are advertised on a car they can not be governed by a timeframe*
- 3. Adult entertainment advertised on TV, Radio and paper media can be reviewed by parents before they decide if it is suitable for their children, or if they want their children to be exposed to this type of entertainment and advertising there of. However, cars (and billboards) do not allow parents and guardians the choice of what their children are exposed to - this form of advertising for adult services should be limited to adult timeframes and venues. A car is not appropriate. Thank you for reviewing*

## **THE ADVERTISER'S RESPONSE**

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

*As we have submitted in the past, our venue advertising does not contravene acceptable community standards, and it has only generated two complaints that have been referred to us in approximately 15 years of operation, both of which were not substantiated.*

*The images on our advertisements are no more revealing than one would typically see for lingerie, shoes, and similar consumer items which are now commonplace on billboards, both static and mobile.*

*However, as a gesture of good will to the complainant we have instructed our venue manager not to drive this car home in the future.*

## **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 the complainant's concern that the advertisement was distracting to drivers and

unsuitable for children.

The Board viewed the advertisement.

The Board considered that some of the concern about the advertisement is the medium on which it appears (a vehicle) and that there is some concern about the nature of the product being advertised.

The Board considered the advertisement is advertising a gentleman's club and that the images of the women are relevant to the advertised product. The Board noted that the women in the advertisement are scantily dressed but that the depictions are not inappropriately sexualised and there is no nudity. The Board also noted that the product has an adult theme and the advertisement was consistent with the product, which the advertiser has a right to advertise. The Board determined that the advertisement treated sex, sexuality and nudity with sensitivity to the relevant audience. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.