



CASE REPORT

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| 1. Complaint reference number | 20/09 |
| 2. Advertiser | Atlas Media |
| 3. Product | Sex Industry |
| 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 | Wednesday, 21 January 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement for Atlas Media features a young woman wearing a black and white bikini looking at the viewer. Next to her, on a black background, appear the words "adult prepaid.com.au" in red. The "i" in "prepaid" takes the form of a woman's figure. Under this, the words "Anonymous. Safe. Secure" appear in yellow writing. At the bottom of the advertisement, against a white background, appear the words "prepaid adult internet access" in red writing.

THE COMPLAINT

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

I don't think it's proper to display such vulgar images or publicly have it in view where any can see it.

The degradation of women is portrayed in this image which is very confronting to those like myself with religious standards. It uses sex to promote its message. It is embarrassing to women and men alike. It is in full public view on a road where children travel exposing them to an adult product which should be advertised only in magazines which are limited to adults to purchase. Other advertisements on billboards have been censored for displaying the word "sex"; surely a woman in almost a naked image portrays sex as well and should not be in such a prominent place.

THE ADVERTISER'S RESPONSE

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

We feel that our Billboard advertisement at 171-173 Toombul Road Northgate Brisbane, has by no means breached the AANA Code of Ethics. The image used on the advertisement is not pornographic or obscene and our model is by no means in a "provocative pose". We believe that the subject matter has been dealt with sensitivity to the audience.

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 complainants' concerns that the images used were inappropriate for an outdoor audience and considered the application of Section 2.3 of the Code, relating to sex, sexuality and nudity.

The Board noted the woman was clothed in bikini style underwear and considered this was not, of itself, offensive. The Board also noted the references to the advertiser's website and "prepaid adult internet access". The Board considered the image and text used was mild in tone, with no overt references to sex or sexuality. The Board considered the advertisement treated sex, sexuality and nudity sensitively to the relevant outdoor audience and therefore found no breach of Section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.