



Case Report

1	Case Number	0027/12
2	Advertiser	4Play Adult Store
3	Product	Sex Industry
4	Type of Advertisement / media	Print
5	Date of Determination	08/02/2012
6	DETERMINATION	Upheld - Modified or Discontinued

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

Advertisement for 4Play Adult Store featuring images of women wearing lingerie. There is also a 'spot the difference' competition featuring two images of a woman wearing black underwear with four differences between the two images and the chance to win a free gift valued at \$30 if you manage to spot the four differences.

THE COMPLAINT

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

I was offended by the advertisement because I feel it is bordering on being deemed 'pornographic'. I also find the competition on the advertisement to "Spot the Differences" between two scantily clad women with a see through negligee to be so utterly inappropriate for a 'Community' Newspaper that my two children regularly retrieve from the letterbox and peruse to see if they know anyone (considering they have seen photos of school friends and acquaintances in the past).

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Please find attached a copy of the advertisement I believe is the one being complained about. As you can see, we are advertising lingerie and have made sure there are no offending body parts showing. In fact we show no more than any other lingerie retail outlet shows in their ads. I would also like to add that we have been advertising for some 10 years with the Community News Paper with similar ads and this is the first complaint we have had.

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 concerns that the advertisement features pornographic images of women and is inappropriate for a community newspaper which can be seen by children.

The Board noted that the advertisement features images of women in different styles of lingerie and that in one image the woman is wearing a shelf bra and is using her hands to cover her nipples. The Board also noted the ‘spot the difference’ game in relation to the two images of a woman in lingerie.

The Board viewed the advertisement and noted the advertiser’s response.

The Board then considered whether the advertisement was in breach of section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board noted that it is acceptable for a company which sells lingerie to use models wearing that lingerie in its advertising. The Board noted that the advertisement is generally available to a broad audience and that advertisements of this style for this type of product are commonly found in local papers. However the Board considered that the image of the woman covering her breasts presented a sexualised image that did not treat sexuality with sensitivity to the likely audience.

The Board noted that the advertisement also features a ‘Spot the Difference’ competition using an image of a woman wearing a see-through lace baby-doll and black panties. The Board considered that a spot the difference competition is of appeal to all ages, including children, and that this advertisement would be likely to attract the attention of most people looking through the community newspaper.

The Board considered that most members of the community would find the advertisement sexually suggestive and determined that the advertisement did not treat sex, sexuality and nudity with sensitivity to the likely broad audience. The Board determined that the advertisement breached Section 2.4 of the Code.

Finding that the advertisement breached Section 2.4 of the Code the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

After reading the board's conclusion to this complaint, I have decided to comply with their wishes. I will remove the offending material and will not use spot the 4 differences in future advertisements.