



Case Report

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| 1 | Case Number | 0482/11 |
| 2 | Advertiser | Cleopatras Gentlemens Club |
| 3 | Product | Sex Industry |
| 4 | Type of Advertisement / media | Print |
| 5 | Date of Determination | 08/02/2012 |
| 6 | DETERMINATION | Dismissed |

ISSUES RAISED

2.3 - Sex/sexuality/nudity Treat with sensitivity to relevant audience

DESCRIPTION OF THE ADVERTISEMENT

Image of a woman similar to popular images of Cleopatra. She is wearing Egyptian style jewellery around her neck and over her breasts, as well as a bracelet and a pair of bikini style underpants.

The text reads, "Cleopatra's. The Gentleman's Club. Where your fantasies become a reality. Call today 9609 6668 or 9609 7774 12 Hargraves Pl, Wetherill Park. We'll see you here!!"

THE COMPLAINT

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

This guide is an insert in a local paper which is read by the whole family. The guide includes information for emergency contact numbers for local services so is something we would keep. However to see two full page colour advertisements showing scantily clad women in provocative poses is not something that you would expect to see in a guide which is intended for whole family viewing.

THE ADVERTISER'S RESPONSE

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

The advertiser is not providing a written response. A copy of the advertisement was obtained from Fairfax media.

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 advertisement has an image that is provocative, inappropriate and not suitable for children.

The Board viewed the advertisement and noted the absence of a response by the advertiser.

The Board 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 the advertisement features an image of a woman similar to popular images of Cleopatra. She is wearing Egyptian style jewelry around her neck and over her breasts, as well as a bracelet and a form of bikini style underpants.

The Board considered that the image is stylised and does not look like a photograph of a real woman.

The Board noted that the woman is near naked and that her breasts and nipples feature prominently within the image. The Board noted the complainants’ concerns regarding the level of nudity and considered that the woman is clearly meant to be a modernised depiction of Cleopatra and has direct relevance to the name of the premises being advertised. The Board considered that the drawn image is not as impactful as it would be if the image were of a real life woman.

The Board noted that the pose of the woman is not sexual but rather one of strength and empowerment, and considered that the overall impact of the image is at most mildly sexualized, and not one which most members of the community would find offensive.

The Board noted that the placement of the advertisement does mean that it is available to a broad audience, including children, but considered that the stylised and unreal nature of the image makes it not inappropriate for general viewing.

The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach Section 2.4 of the Code.

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