**MEDIA RELEASE**

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**Board calls for discretion in use of women's images**

Several factors about the depiction of women in advertisements, which result in the Advertising Standards Board determining that an advertisement breaches the AANA Code of Ethics, have been highlighted during its recent meetings.

Advertising Standards Bureau Chief Executive Officer, Ms Fiona Jolly, said over the past two months the Board has found several advertisements which use images of naked and scantily dressed women to be in breach of the code.

“In each case a determining factor has been the audience which will see the ad and whether the ad as a whole overtly sexualises the woman,” Ms Jolly said.

“In considering whether the advertisement is sensitive to the relevant audience the Board will also consider whether an overtly sexualised image is relevant to the product advertised,” she said.

At its January meeting the Board determined that an image of a woman dressed in a bikini in a print advertisement for Jimy Tools was in breach of the AANA Code of Ethics. In December complaints about an image of a naked female in an advertisement for Big Flower Super Nursery were also upheld by the Board.

“Complaints about the two advertisements included that the images were inappropriate, demeaning, derogatory and not sensitive to the audience or relevant to the products being advertised,” Ms Jolly said.

She said the Board considered that the image of the naked woman in the nursery advertisement was gratuitous and objectified the woman and its use in a newspaper made it accessible to a wide range of readers and not sensitive to the audience.

“According to the Board, the use of overtly sexualised poses of women and a crude play on words pushed the tool advertisement over the line of what was acceptable,” Ms Jolly said.

She said the Board considered many reasonable people would find the portrayals to be unacceptable.

“Board members are from a wide variety of backgrounds but agree that advertisers need to be sensitive to and carefully consider the audience in relation to the images they use,” Ms Jolly said.

All advertisers have responded to the determinations made by the Board during its January meeting and, if complaints were upheld, have removed or discontinued their ads. More information about the complaints process and a full list of the advertisements considered can be viewed on the ASB website: [www.adstandards.com.au](http://www.adstandards.com.au) under ‘Case Reports’.

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