



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0005/19
2	Advertiser	Pretty Little Thing
3	Product	Clothing
4	Type of Advertisement / media	TV - Pay
5	Date of Determination	23/01/2019
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This Pay TV advertisement features scenes of a group of women enjoying a pyjama party, riding bikes, on the beach, using playground gym equipment, dancing in the rain and watching fireworks.

THE COMPLAINT

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

Two of the scantily clad females are wearing G-stings and their full backside is exposed. As a mother of 2 very young children I find this very inappropriate especially on daytime television

THE ADVERTISER'S RESPONSE

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



There is no sexual content in this ad (2.4).

It is reasonable for an advertiser to use an attractive model to showcase the items available for purchase.

All clothing items are relevant to the target audience and are reflective of current fashion trends and the current weather in season. Models are not displayed in a suggestive or sexual manner.

The advertisement does not feature explicit nudity and we believe it communicates the products with sensitivity, as per Section 2.4 of the Code of Ethics.

THE DETERMINATION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement features sexualised images of women which are inappropriate for a broad audience which would include children..

The Panel viewed the advertisement and noted the advertiser's response.

The Panel 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 Panel noted that the television advertisement features scenes of women modelling clothing including at a pyjama party, riding bikes, at an outdoor gym, on the beach and dancing in the rain.

The Panel noted that as this advertisement appeared on Pay TV it does not have a rating. The Panel noted the complainant viewed the advertisement at 4pm on the Comedy Channel, and considered that the relevant audience would be broad and may include children.

The Panel noted the complainant's concerns that the advertisement featured sexualised images of women in g-strings which were inappropriate to be viewed by children.

The Panel noted the advertiser's response that the advertisement does not depict any sexual content and the women are not portrayed in a suggestive or sexual manner.

The Panel considered the scene in the advertisement where the women are riding



bikes on the boardwalk and walking along the beach, and noted that two of the women are wearing very high-cut bikini bottoms.

The Panel noted that the swimwear and clothing worn by the models were sold by the company. The Panel considered that it was reasonable for an advertiser to depict models wearing their product in advertising, so long as those depictions do not breach the Code.

The Panel considered that the women in the advertisement were not shown posing in a sexualised manner, and were not shown in sexualised situations. The Panel considered that while the bikini bottoms were high-cut they were consistent with current swimwear trends and were appropriate attire for the beach. The Panel considered that while the swimwear did expose a lot of skin on the women's legs and buttocks, the women's genitals and breasts were covered and there was no nudity in the advertisement. The Panel considered that the scenes depicting the women in their swimwear were brief, and combined with images of the women in other scenarios and outfits the focus of the advertisement was not on the women's bodies.

The Panel considered that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant broad audience and did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaints.

