



Case Report

1	Case Number	0021/15
2	Advertiser	Advertising Advantage
3	Product	Clothing
4	Type of Advertisement / media	TV - Pay
5	Date of Determination	11/02/2015
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a female model wearing different items of clothing and swimwear available to purchase online via prettylittlething.com.

THE COMPLAINT

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

It's extremely risqué, the clothing is prostitute like however it's the combination of the clothing and the way the girls are dancing, that I find very inappropriate. I have three young daughters who are extremely impressionable, that I am trying to teach the exact opposite to. The advert plays on family oriented channels and during the day not after 8.30pm at night.

This advertisement by prettylittlethings.com.au is showing the women wearing the clothes that it sells and I can clearly see the vagina of the woman wearing the yellow one piece and I am very offended and disgusted as a woman and a mother. I have a 5 year old son and a one year old daughter watching the ad when ever it comes on.

THE ADVERTISER'S RESPONSE

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

This commercial was on air for 1 week before it was replaced with a new commercial. The TVC that is of concern is currently not on air and has no plans to be anytime soon.

Concerns: you can see the woman's vagina and the clothes are risqué and prostitute like

- The model is wearing a swimsuit, her vagina is not exposed*
- The commercial features current fashion trends for w14-35.*
- The advertisement does not feature explicit nudity or product descriptions and we believe it communicates the products with sensitivity, as per Section 2.4 of the Code of Ethics*

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 images of women dancing in a way that is offensive and inappropriate for viewing by children.

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 the advertisement features a young woman dancing and moving to music. She is wearing various different styles of swimsuits and clothing. The voiceover provides information about the website and shipping conditions.

The Board noted that the advertisement is aired on Pay TV for an online shop from the UK.

The Board considered that the style of advertisement is typical of current fashion advertising with funky pop music and bold colours and patterns and that it is reasonable for an advertiser to use an attractive model to showcase the items available for purchase.

The Board noted the complainant's concern that the model's vagina is clearly visible.

The Board noted that the model is wearing various styles of swimwear and clothing items some of which are bikinis and some full piece swimsuits. The Board noted that there are multiple fast moving shots all of which are very brief but in each of the outfits, the woman is fully covered and there is no nudity and there are no lingering camera shots of the woman's crotch.

The Board noted that the model is moving around to the music throughout the promotion and that some of her moves are sexy and sultry but she is not overtly sexualised.

The Board noted that the airing of the advertisement on Pay TV meant that the relevant audience was broad and could include children, but considered that the overall tone of the advertisement is not one that would appeal to young children and was relatively mild and unlikely to be considered sexualised by most members of the community.

Based on the above, the Board determined that the advertisement 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.

