



Case Report

1	Case Number	0022/13
2	Advertiser	Pacific Brands Holdings Pty Ltd
3	Product	Clothing
4	Type of Advertisement / media	TV
5	Date of Determination	13/02/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

Two women are bouncing on fitness balls whilst a female voiceover asks, "Ladies, are you ready for this? Bouncing is fun..." The voiceover then goes on to talk about breast support whilst exercising and we see the women bouncing around a gymnasium floor. The women are wearing fitness leggings and Berlei sports bras.

THE COMPLAINT

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

It is highly sexually suggestive and I think it is inappropriate for young people, including children, to be viewing such content.

Please move it to a later timeslot (eg after 9:30pm) or remove it from your station altogether. The advertisement makes me feel very uncomfortable and I am offended by the frankness of the content.

I am writing to express my deep concern at the Berlie Sports Bra advertisements using stick thin models that are being aired frequently on Channel 7 Tennis. The intention of the ad is to show the support that these bras are supposed to provide whilst the models are bouncing on exercise balls. The first thing that anyone would notice is that their breasts do not bounce because they barely have breasts (or normal levels of healthy female fat either). These

advertisements are damaging the following people: (i) individuals (esp females) suffering from eating disorders / body image issues / dysmorphia / body-related anxiety and depression; (ii) individuals (esp females) suffering from obesity. As a clinical exercise physiologist, I am left to pick up the pieces of frequent negative body images put in front of obese women; this is one of the worst examples of this that I have ever seen on TV. I have many female clients with a lifetime of unhappiness with their bodies and these advertisements will not make them feel any better and probably make them feel worse. The fact that Berlie states that these bras are endorsed by the Australian Institute of Sport is irrelevant; I am sure that the bras prevent "bouncing" but my concern is that Channel 7 has aired these adverts that contain extremely negative and unhealthy images relating to the female body. Instead of these adverts, Berlie could have produced a wonderful healthy advert using real women (including big healthy women) whose breasts actually do bounce. Please remove these adverts from your broadcast until the company can provide a healthy alternative. I am interested in your views.

THE ADVERTISER'S RESPONSE

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

The Advertiser did not provide a response.

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 is offensive and depicts women wearing limited clothing and that the women that are portrayed are too thin.

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

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 two women wearing sports bras and sporting attire bouncing on exercise balls as the voice over provides information and statistics on the advantages of the particular style of Berlei sports bra to limit the amount of movement, or 'bounce' that some women may experience in their breasts while exercising.

The Board noted the complainant's concerns that the advertisement features highly sexualised images and that it is inappropriate for viewing particularly by children.

The Board noted that the women in the advertisement are participating in an activity that is commonly associated with fitness and exercise and that it is an activity that would likely initiate the bouncing of breasts as the participant bounces up and down on the ball. The Board noted that the women are fully clothed and there is not inappropriate exposure of any of their private areas or any sexual suggestion in the way they are moving.

The Board considered that the level of skin exposed is consistent with advertising for fitness attire and sporting outfits. The Board considered that the women are not portrayed in a way that is sexualised or inappropriate and that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

The Board then considered whether the advertisement was in breach of Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted the complainant’s concerns that the advertisements depicts two women whose bodies are not typical of women’s size and shape and that the portrayal of these thin women encourages issues for women relating to body image and poor health.

The Board noted that the promotion of the bra in this advertisement is based on testing and design conducted by experts and endorsed by the Australian Institute of Sport. The Board noted that most reasonable members of the community would consider it appropriate to depict women who appear fit and healthy when promoting sporting apparel. The Board considered that the women used were an example of healthy, fit looking women who did not appear to be unrealistically thin.

The Board considered that the advertisement did not encourage or condone poor eating or dietary habits and did not depict material that was contrary to prevailing community standards on body image and image related health conditions.

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