



**Ad Standards** Community Panel  
PO Box 5110, Braddon ACT 2612  
P (02) 6173 1500 | F (02) 6262 9833

**AdStandards.com.au**

Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	Case Number	0024/18
2	Advertiser	Hotels Combined
3	Product	Travel
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	07/02/2018
6	DETERMINATION	Dismissed

## ISSUES RAISED

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

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a couple talking to the Hotels Combined bear mascot about what they would like in a hotel. The mascot asks them if they are bikini body ready. The woman responds that she is and the man tears off his clothing to reveal he is wearing a yellow bikini.

## THE COMPLAINT

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

*The guy who pulled off his clothing left standing in a bikini too small that showed off his package dressed to the right. ( The outline of his manhood is clearly visible ) not needed. Should have had board shorts on instead.*

## THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this





advertisement include the following:

*In no way, does the material breach section 2 of the Code of Ethics*

*- The material in no way discriminates against or vilifies any one person or group - The material in no way employs sexual appeal which is degrading to any one person or group - The material in no way portrays violence - The material in no way shows sex, sexuality or nudity. The material is ambiguous with the following comment with respect to the complaint:*

*The male actor in the creative is sufficiently covered by the bikini for his private parts not to be exposed or over-emphasised through the bikini he is seen in at the end of the creative.*

*HotelsCombined have included a male in a bikini as creative device in order to acknowledge the fact that prior to taking a holiday women can often face pressure to be 'bikini body ready', that is, trim and toned, to face a generalised standard of beauty imposed by society. Portraying a male with an average physique is an acknowledgement that couples can be themselves on holiday, but get the best room rate and value for their hotel while using HotelsCombined's service.*

*Considerations were also given when dressing the male actor that his private parts would be no more exposed or emphasized than they would be if he had been dressed in male Speedo-style swimwear.*

*- The material in no way uses offensive or obscene language. - The material in no way breaches community health and safety standards. - The material is easily distinguishably as advertising.*

## **THE DETERMINATION**

The Advertising Standards Board (the "Board") considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the "Code").

The Board noted the complainant's concerns that the advertisement featured a depiction of a male that was too sexualised.

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 this television advertisement depicts a couple talking to a bear about what they would like in a hotel. The Bear asks them if they are bikini body ready. The woman responds that she is and the man tears off his clothing to reveal he



is wearing a yellow bikini.

The Board noted the complainant's concerns that the bikini is revealing and shows the outline of the man's penis which is not appropriate for television.

The Board noted that the advertisement had been given a W rating by CAD (with care in children's programs) and noted that it had been aired at a time appropriate for the rating.

The Board noted the advertiser's response that the advertisement does not depict nudity and does not expose his private parts any more than if he was wearing speedos.

The Board considered that the advertisement was a humorous play on the stereotype of women needing to be 'bikini body ready' and that the man was appropriately covered by the bikini he was wearing and there was not a drawn out focus on his genital area.

The Board considered that there was no nudity in the advertisement and that the man was portrayed in a comical, rather than sexualised, manner.

The Board considered 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.

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

