



Case Report

1	Case Number	0032/13
2	Advertiser	Blairgrove Hotel Group
3	Product	Entertainment
4	Type of Advertisement / media	Poster
5	Date of Determination	30/01/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

2.2 - Objectification Exploitative and degrading - women

DESCRIPTION OF THE ADVERTISEMENT

A6 Flyer that has an image of a woman in a bikini in the background. Her head is not visible and her torso is prominently featured. The text over the top, includes information about the venue, prices and show times.

THE COMPLAINT

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

The advertisement is promoting the sex industry to anyone exiting a community transport hub by objectifying women (in the image as well as the advertised business).

THE ADVERTISER'S RESPONSE

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

Thankyou for the opportunity to respond to the complaint. I would like the board to consider the information below before making its decision. I wish to state that we do not consider the Advertisement to be in breach of the Code.

In accordance with Section 2 of the Advertisers Code of Ethics, we feel the A6 flyer is in entirely appropriate in the context of our business.

In our view the flyer is very clearly relevant to the business we are advertising which is a hotel with live entertainment and has been operating for the past 20 years. It does not portray people or depict material in a way that discriminates against or vilifies any person or section of society in any grounds, does not employ exploitative or degrading sexual appeal, does not fail to treat sexuality with

sensitivity and does not depict material contrary to prevailing community standards on health and safety. We believe the flyer featured is legal and decent, honest representation of the business it is advertising.

We thank you for raising the complaint with us and respectfully submit that the complaint should be dismissed.

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 objectifies women and includes inappropriate images.

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

The Board considered whether the advertisement complied with Section 2.2 of the Code which states, “Advertising or Marketing Communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.”

The Board noted that the advertisement features the silhouette of a woman in a purple coloured bikini in the background with text superimposed over much of the image. The woman’s head is not visible and her torso is prominently featured. The super imposed text includes information about the ‘Sefton Playhouse’, prices and show times.

The Board noted that the advertisement is promoting a tabletop/pole dancing venue and considered that most members of the community would agree that images depicting women in bikini’s would be considered appropriate in the context of the promotion of the venue.

The Board noted that the text and the colouring used in the image provides a level of coverage for the woman and a level of discretion. The Board noted that the woman is clearly wearing a bikini and there are no naked parts of her body shown.

A minority of the Board considered that the use of just the woman’s body without including her head and face was suggesting that the only important part is her body. The majority of the Board however felt that the level of nudity was not explicit and was relevant to the service being advertised, ie: a pole dancing venue and was not degrading to the extent that it would breach prevailing community standards.

The Board considered that the woman in the advertisement is not represented in a manner which could be considered exploitative and degrading.

The Board determined that the advertisement did not employ sexual appeal in a manner which is exploitative and degrading and did not breach Section 2.2 of the Code.

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