



ADVERTISING  
STANDARDS  
BUREAU

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## Case Report

|   |                               |                                |
|---|-------------------------------|--------------------------------|
| 1 | Case Number                   | 0035/14                        |
| 2 | Advertiser                    | Porsche Cars Australia Pty Ltd |
| 3 | Product                       | Vehicle                        |
| 4 | Type of Advertisement / media | Print                          |
| 5 | Date of Determination         | 12/02/2014                     |
| 6 | DETERMINATION                 | Dismissed                      |

### ISSUES RAISED

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

### DESCRIPTION OF THE ADVERTISEMENT

Porsche 911 GT3 Print Advertisement published in The Age Newspaper, 25th January 2014. An image of a Porsche is accompanied by text which reads, "Now that, ladies and gentlemen, is lap dancing".

### THE COMPLAINT

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

*The two "tag lines" are offensive to women and clearly marketed to appeal to men.*

*Tag line 1: Now that, ladies and gentlemen, is lap dancing- the innuendo being that Porsche can lap dance better.*

*Tag line 2: See the new 911 GT3, in the flesh, today until Tuesday 28 January only- making the link between naked women who lap dance and a car.*

### THE ADVERTISER'S RESPONSE

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

*The irony implicit in this ad has been misinterpreted. In fact, the ad uses irony to lift the gaze away from the objectification of women towards something that can really "Dance" when it does "Laps" - a Porsche. The Porsche in the image makes the joke clear by being shown*

*doing laps of a racing circuit - clearly indicated by the use of red and white kerbing. The ad is addressed, literally, to both men and women "now that, ladies and gentlemen,..." who are invited to get the joke at the expense of lap dancing which is obvious and easy and often offensive to women, by showing what real lap dancing is all about - something that demands skill, subtlety and genuine style. The ad was in fact intended to be the opposite of offensive to women by giving voice to what women often feel about lap dancing - that it deserves to be laughed at and sent up. Tag line 2 spins out the irony by inviting both men and women to see the new Porsche "in the flesh". It is humour and was never meant to be taken as a literal comparison to either a male or female lap dancer. This ad was aimed equally at men and women and was never intended to pander to the view that the objectification of women is acceptable.*

## **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 contains references to lap dancing which is offensive to women.

The Board reviewed 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 an image of a Porsche 911 GT3 with the tagline, "Now that, ladies and gentlemen, is lap dancing".

The Board noted that the Porsche is depicted on a race track and considered that the reference to a lap is relevant in the context of doing a lap of the track. The Board noted that the accompanying text also refers to seeing the car "in the flesh" and "in all its glory" and that the complainant had interpreted these comments as references to woman, in particular to lap dancers. The Board considered that most members of the community would consider that the language used in the advertisement is in relation to the car and not to women and/or lap dancers.

The Board noted that there are no images of women in the advertisement and considered that overall 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 complaint.

