



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0038/16</b>
<b>2</b>	<b>Advertiser</b>	<b>Hollywood Showgirls</b>
<b>3</b>	<b>Product</b>	<b>Sex Industry</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Billboard</b>
<b>5</b>	<b>Date of Determination</b>	<b>24/02/2016</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

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

## DESCRIPTION OF THE ADVERTISEMENT

This billboard advertisement features two women in bikinis with feathers on their backs. The text reads, "Open 7 nights. Hollywood Showgirls & Lounge Bar. A nightclub with a difference. 19 Orchid Ave Surfers Paradise 07 5592 2272".

## THE COMPLAINT

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

*The placement of this sign is completely inappropriate for its content. The business is in Surfers Paradise - where most similar industries are gathered . For locals raising families the rest of the Coast is relatively family friendly, however this provocative sign is one of the first of its kind in the area, so far as we've noticed and the fact the ad on the billboards reverse is 'incidentally' for a primary school pick up zone, it's obviously in the sight of young families. We shouldn't need to explain to our children why this gawdy eyesore is trying to find consumers in our neighbourhood.*

*For starters, strippers are 18+ entertainment. The billboard therefore should not have women projecting themselves as strippers to under 18 community. The whole half naked woman is on display, specifically for adult entertainment which children should not be seeing.*

## THE ADVERTISER'S RESPONSE

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

*As you can see by the billboard, nowhere does it say adult entertainment. The girls are dressed tastefully in showgirls outfits and the billboard met all the requirements from the Outdoor Media Association. The complaint we received says the following “Strippers are 18+ entertainment and the billboard should not have women projecting themselves as strippers to the community”, in response we feel that the advertisement in no way states that these girls are “Strippers” & that we conduct adult entertainment, if anything it says we are a nightclub/lounge bar.*

## **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 depicts half naked women and is not appropriate for children to view.

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 that this billboard advertisement features two women wearing sparkly bikinis and feathers and the text reads, “Hollywood Showgirls & Lounge Bar. A Nightclub with a Difference”.

The Board noted the complainant’s concern that the women depicted in the advertisement are strippers and strippers are not appropriate for outdoor advertisements. The Board noted the advertised product is for a Nightclub which features showgirls and considered that the image used in the advertisement is clearly related to the product being advertised and that it is custom to use images of scantily clad women when promoting a gentlemen’s club.

The Board noted that the two women in the advertisement are wearing bikinis and considered that the level of nudity is relatively mild and the women’s private areas are fully covered. The Board noted the poses of the women and considered that they are not sexualised or inappropriate and that the feathers add a cabaret or showgirl mood/scene rather than strippers.

The Board considered that consistent with previous determinations in cases 0047/13 and 0178/15 the advertisement is not inappropriate for a broad audience which could include children.

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.