



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0039/18
2	Advertiser	Glue Store
3	Product	Clothing
4	Type of Advertisement / media	Poster
5	Date of Determination	07/02/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.2 - Objectification Exploitative and degrading

DESCRIPTION OF THE ADVERTISEMENT

The poster advertisement featured a woman in white shorts and a white singlet leaning forwards with her lips puckered.

THE COMPLAINT

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

I do believe the advertisement employs sexual appeal in a manner which is exploitative and degrading and does not treat sex, sexuality with sensitivity as the Code of Ethics for both the Australian Association of National Advertisers and the Advertising Standards Bureau demands. It shows a general lack of disrespect to woman as a commodity (sexual in nature) that can be bought or sold along with other goods that might be purchased in the store. The advertisement is not only degrading to woman but society at large, buying into 'primal instinct' culture and patriarchy. We should be better than that. A change is needed.



THE ADVERTISER'S RESPONSE

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

The image displayed on the store window was part of the Summer 2017 Campaign. The campaign ended on the 24th December 2017.

In response to the breach of section 2 of the Advertiser Code Of Ethics,

The image is not violent.

The image is not exploitive or degrading.

The image does not discriminate or vilify.

The image does not depict sex, nudity or sexuality.

The image does not use bad language.

The image does not breach health and safety.

We remain at your disposal for a resolution or any further requests.

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 concern that the advertisement is depicting a woman in an exploitative and degrading manner.

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

The Board considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: "Advertising or marketing communications should not employ sexual appeal: (a) where images of Minors, or people who appear to be Minors, are used; or (b) in a manner which is exploitative and degrading of any individual or group of people."

The Board noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

"Exploitative - means clearly appearing to purposefully debase or abuse a person, or group of persons, for the enjoyment of others, and lacking moral, artistic or other values.

Degrading – lowering in character or quality a person or group of people."

The Board noted that in order to breach this Section of the Code the advertisement



would need to be using sexual appeal in a manner that is considered both exploitative and degrading.

The Board considered the poster advertisement featured a woman in white shorts and a white singlet leaning forwards with her lips puckered.

The Board noted the complainant's concern that the advertisement portrays the woman as a sex object.

The Board considered that the woman in the advertisement was fully clothed and appeared to be confident.

The Board considered the woman's lips looked as though she was blowing a kiss, and looked similar to the 'duck face' pose, and that this was not an overly-sexualised or degrading pose.

The Board considered that there was no suggestion in the advertisement that the woman was for sale and considered that she was depicted in a way that was consistent with fashion advertising.

In the Board's view, the advertisement did not purposefully debase or lower in character the quality of the women.

The Board determined that the advertisement did not use sexual appeal in an exploitative and degrading manner and did not breach Section 2.2 of the Code.

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 the complainant's concern that the image of the woman is overly sexualised and that although her breasts were covered, they were projected outwards.

The Board noted that the advertisement is in the window of a clothing store and the likely audience would include children.

The Board considered that the woman in the advertisement was fully clothed, appropriately covered and was not shown to be in an overly sexual pose.

The Board considered the woman's breasts were covered and were not the focus of the advertisement. The Board considered that the woman was bending forward to blow a kiss, but that this did not expose or emphasise her breasts inappropriately.



The Board considered that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant broad 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.