



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
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Case Report

1	Case Number	0080/18
2	Advertiser	Bras n' Things
3	Product	Lingerie
4	Type of Advertisement / media	Poster
5	Date of Determination	07/03/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

There are four different posters featured in this advertisement. Each poster features the same couple. 'AFL Star Jarrad McVeigh & Clementine are True Love' is written on the window in front of the posters.

Poster one is set outside and depicts Clementine in in black strappy lingerie standing next to Jarrad who is sitting wearing jeans and an unbuttoned white shirt.

Poster two is set outside and depicts Clementine in white and black lace lingerie and Jarrad with no shirt on and jeans is standing behind her with his arms around her waist.

Poster three is set inside and depicts Clementine in black and red lingerie standing between Jarrad's legs, Jarrad is wearing a white shirt and jeans. Poster four is set inside and depicts clementine in pink lingerie with an open pink dressing gown standing with her forehead touching Jarrad's. Jarrad is dressed in pyjamas.

THE COMPLAINT

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



This is in view of a public walkway where many shoppers go with their children and the sexual content is not appropriate for children eyes.

These images are harmful and dangerous to women and children, let alone denigrating, diminishing, and debasing of women, and, quite frankly, just plain tacky. An added bonus is the 'stripper' mannequins that also appear in the Bras N Things window that in no way edify either the women they are meant to portray, or the men who they are (presumably) meant to satisfy.

*This advertising is harmful and dangerous to women and girls and promotes acceptance of violence towards women in society more generally. The research report *Media and Sexualization: State of Empirical Research, 1995–2015* by L. Monique Ward reports that, "everyday exposure to this content [is] directly associated with a range of consequences, including higher levels of body dissatisfaction, greater self-objectification, greater support of sexist beliefs and of adversarial sexual beliefs, and greater tolerance of sexual violence toward women. Moreover, experimental exposure to this content leads both women and men to have a diminished view of women's competence, morality, and humanity" (1).*

These are facts, not opinions. This kind of advertising promotes and enables male violence towards women; it is actually and provably harmful to women as a class, and not just 'offensive' to individuals. This kind of advertising has real-life, social consequences; it does not occur in an individualist, 'choice' vacuum: women get raped and abused because they are women and due to the tolerance that such images generate.

Please note, also, that the images you display are in an environment in which children are present, and the images do not present women as equal to men, which is a major cause of violence towards women. As the 'Our Watch' website states, "Violence against women is serious and prevalent. It is primarily driven by gender inequality, and reinforced or exacerbated by a number of other factors. Gender inequality is a situation in which women and men do not have equal power, resources or opportunities, and that their voices, ideas and work are not valued equally by society. Gender inequality provides the underlying social conditions for violence against women. It operates at many levels – from social and cultural norms (the dominant ideas about men and women in a society), to economic structures (such as the pay gap between men and women), to organisational, community, family and relationship practices" (2).

I draw your attention to the Australian Association of National Advertisers (AANA) Code of Ethics, section 2.4 states that "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience." The AANA on its website states that it take a "broad view of 'audience'" and that the AANA Board "will not just have regard to whom the advertisement is targeted (the relevant



audience) but also looks at who can see it and will take that into consideration in determining their view". The specified advertising does not account for the fact that mall advertising can be seen by children. This would appear to be in breach of the AANA Code, and so I am lodging a complaint with you.

These images objectify women, promote greater tolerance of violence towards women, lead to body dysmorphia amongst women and girls, cause women and girls to self-objectify and internalise misogyny, and that fundamentally diminishes women's personhood and basic right to being treated as whole human persons.

It was basically the beginning of a bedroom scene.

I was shocked when I glanced over to the shop and was confronted with a large poster in front of the shop of a girl in "sexy" lingerie laying down with a man behind her with his hand across her waist.

If people want to think about raunchy bedroom scenes, they can do it on their own time. We don't need it forced on us and our small children while out grocery shopping.

I know they've been in trouble for this kind of thing very recently. They only care about sales not the public. Even though I will never buy from their online store again after this disgusting and upsetting promo.

If they want to present like an adult store they need to get out of shopping centres. Otherwise they can treat shoppers with some dignity.

Please deal with this ASAP.

THE ADVERTISER'S RESPONSE

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

Bras N Things does not feel that it has breached any advertising standards and received a lot of great feedback from our customers regarding the campaign.

The window display for the mentioned campaign in the attached documents started 29 January and ran until Wednesday 14 February (across all stores). The content showcases a range of styles from our Valentine's Day range. The campaign featured a model by the name of Clementine and we have worked with her in the past. Her and her daughter were part of our Mother's Day campaign and she also featured in our Maternity campaign. This Valentine's Day campaign was about her true love, her husband. That was our sole intention when pulling the campaign together, nothing more.

Please see below our response to Section 2 of the Advertiser Code of Ethics:



2.4 Sex, sexuality and nudity

At Bras N Things we are passionate about empowering all women to feel beautiful from the inside and out and as such, we endeavour to provide women with a range of lingerie and sleepwear products that appeal to many different women's tastes and style preferences.

Bras N Things does not feel that it has breached any advertising standards with this campaign. The models wear lingerie throughout the campaign imagery, there is absolutely no nudity, we always ensure that everything is covered. We are showcasing our latest collection in a non-sexual way.

Our products are designed by women for women, to satisfy women when they wear it. It's designed with the intention to make a woman feel great in her own skin and satisfy her.

There is nothing degrading about a gorgeous set of lingerie.

THE DETERMINATION

The Ad Standards Community Panel (the "Panel") considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the "Code").

The Panel noted the complainants' concern that the advertisement is overly sexualised and inappropriate for a broad audience.

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

The Panel 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 Panel considered that this advertisement was in the window of a store and therefore the relevant audience would likely include children.

The Panel noted this advertisement featured four different posters. Each poster features the same couple. 'AFL Star Jarrad McVeigh & Clementine are True Love' is written on the window in front of the posters.

The Panel considered in the context of an advertisement for lingerie it was reasonable for advertisers to show women wearing the product being sold.

The Panel considered the first poster. The Panel noted that the woman is depicted wearing a black bra and brief, with stocking suspenders and straps that cross over her stomach. The Panel noted that while some members of the community may view the



lingerie as bondage style, in the Panel's opinion the cross over straps were consistent with current fashion trends and did not represent bondage. The Panel considered the woman is appropriately covered and is not posed in an overly sexual manner. The Panel considered the male in the advertisement was in a passive pose and the woman was shown in a confident and relaxed. The Panel considered the overall impression of the poster is only mildly sexual and would be appropriate for the relevant broad audience.

The Panel considered the second poster. The Panel noted the woman was depicted wearing black and white lace lingerie with stocking suspenders and was being embraced by her partner from behind. The Panel considered that the pose of the couple was friendly and loving, and although intimate was not overly sexual. The Panel considered that the focus of the advertisement was on the lingerie for sale, not the woman's body or the couple's embrace. The Panel considered the woman was appropriately covered and that the overall impression of the poster is only mildly sexual and would be appropriate for the relevant broad audience.

The Panel considered the third poster. The Panel noted the woman was depicted wearing black and red lace lingerie and was standing next to her partner who was seated and leaning forward towards her. The Panel considered the woman was appropriately covered, that the focus of the poster was on the lingerie being sold not on the woman's body. The Panel considered that the poses of the couple were not overly sexual and considered that this advertisement did not depict material in a way which would be inappropriate for the relevant broad audience.

The Panel considered the fourth poster. The Panel noted the woman was depicted wearing pink lingerie with an open pink dressing gown and was standing next to her partner with their foreheads touching. The Panel noted that the underwear the woman is wearing in this poster is more revealing than the other posters, however considered that the woman was still appropriately covered. The Panel considered that the poses of the couple were not overly sexual and considered that this advertisement did not depict material in a way which would be inappropriate for the relevant broad audience.

The Panel considered that overall the level of nudity in the advertisement was mild with the woman wearing the lingerie that is available for purchase, and that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and did not breach Section 2.4 of the Code.

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

