



Case Report

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| 1 | Case Number | 0104/13 |
| 2 | Advertiser | Pelvis |
| 3 | Product | Bars/Clubs |
| 4 | Type of Advertisement / media | Poster |
| 5 | Date of Determination | 10/04/2013 |
| 6 | DETERMINATION | Upheld - Modified or Discontinued |

ISSUES RAISED

- 2.2 - Objectification Exploitative and degrading - women
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a black and white poster containing a basic line drawing depicting a naked woman under a table with what appears to be her breasts protruding up through holes cut in the table top but is actually two desserts. The text reads, "Pelvis Serve Mar 22 11pm \$10 Goodgod Danceteria".

THE COMPLAINT

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

Offensive and degrading to women.

Woman portrayed in ad is an object and placed in a tortured position.

Contrary to community standards - advertisement is near a park and bus stop - clearly visible to children.

THE ADVERTISER'S RESPONSE

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

Firstly, we apologise for any offence caused to any individual.

Secondly, us (Pelvis) who organised, promoted and ran the event are solely responsible for the poster and the advertising and as such, we would like to absolve GoodGod Small Club and remove them from this process entirely.

This poster was distributed in a acutely limited run and was an advertisement for a small dance event held on March 22nd 2013 at GoodGod Small Club 55 Liverpool St China Town Sydney with an expected attendance of around 200 persons.

Explanation of the poster:

The poster employs a visual pun based on what may be thought to be a woman's breasts but which are in fact desserts atop a table. The visual pun is accompanied by the word "serve" which is a direct reference to a lyric in a song which has been popularised by being played at our recent events. The actual outline of the woman is also borrowed from old album artwork - which is also a reference to the music played at the night. The basic point to understand here is that the poster has context for our target audience.

To address the specific issues raised to date:

2.2 Objectification Exploitative and Degrading - women

We do not see grounds for this accusation as the poster is in good humour and it also has a specific contextual basis.

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

The poster does not in fact display any nudity but merely draws attention to the likeness of a blancmange or similar dessert to a woman's breast through the use of a visual pun which was solely intended to be humorous.

In addition, the drawing is markedly basic, being a simple outline and showing almost zero detail. No skin colour, body hair, genitalia, or explicit details are displayed whatsoever.

In summary we again apologise for any offence caused to any individual but we must state clearly that the poster does not in our view breach the code.

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 concern that the advertisement features an image of a woman which is objectifying, offensive and degrading.

The Board viewed the advertisement and noted the advertiser had not provided a 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 in a manner which is exploitative and degrading of any individual or group of people."

The Board noted that the advertisement features a line drawing of a naked woman beneath a table and that she is positioned in a manner which makes it seem that the desserts on top of the table are actually her breasts.

The Board noted the complainant's concerns that the advertisement objectifies women and

considered that in this instance the image of a naked, albeit cartoon, woman is exploitative as it has nothing to do with the product advertised. The Board considered that most members of the community would agree that it is also degrading to depict a woman in this position under a table with her breasts displayed as edible objects and apparently naked.

Based on the above the Board considered that the advertisement employs sexual appeal in a manner which is exploitative and degrading and that it breaches 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 that whilst the image of the woman is a line style cartoon image, in the Board’s view the use of the desserts on the table to represent the woman’s breasts amount to an overall image which is strongly suggestive of a naked woman with her breasts on show and considered that to depict a naked woman in this way is not sensitive to a relevant audience which would most likely include children.

The Board considered that the advertisement does not treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience.

On this basis the Board determined that the advertisement did breach Section 2.4 of the Code.

Finding that the advertisement breached Sections 2.2 and 2.4 of the Code, the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

All advertisements have, to the best of our ability, been removed and, further, as the event advertised has already passed this advertisement no longer serves any advertising purpose whatsoever.