



Case Report

1	Case Number	0107/13
2	Advertiser	Live Nation Australia
3	Product	Entertainment
4	Type of Advertisement / media	Print
5	Date of Determination	10/04/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

Image of Rihanna promoting her Diamonds World Tour. She is naked and has one breast covered by her arm and the other covered by the word "unapologetic". The venue advertised is the Adelaide Entertainment Centre on September 26, 2013.

THE COMPLAINT

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

Firstly, I found the picture inappropriate for a newspaper ad {I did complain to 'The Advertiser' also} and I was horrified to learn that this will be 'Rihanna's' promotional picture that will be displayed on billboards and continued to be advertised in my daily paper. I have an 11 year old daughter and she and her friends think that Rihanna is amazing and I feel very sad to think that their young eyes will see this image and how their young and developing minds will process that image? Our young children are bombarded with inappropriate images and this is yet another one of those inappropriate images masquerading as a promotional poster for a rock star. Why do we allow this kind of soft porn advertising? I feel our standards are way too lax and we do not protect our children enough from inappropriate images. I don't think we should allow this image to be seen by our children.

I found the picture offensive because it is in my opinion that it would be perceived by those who see this image that she was bare breasted whilst the photo was being taken. Rihanna is

loved by young children and it is my opinion that images such as this one is quite confronting on a sexual level as their young adolescent minds are developing. I personally perceived the image as 'soft porn' and I don't want to see this image in my morning newspaper each day as I relax with my coffee so I add this also as a complaint because it will be advertised in my favourite newspaper which my young child may also see.

THE ADVERTISER'S RESPONSE

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

To Whom in may concern,

In response to the referenced complaint pertaining to the Visa Entertainment tour artwork for Rihanna's 2013 world tour we submit the following comments for consideration.

The advertisement was placed for Visa Entertainment by OMD Worldwide (their appointed media agency) using approved tour artwork.

In relation to the complaint received, having reviewed the code of ethics, fact sheet and the complaint, it is unclear as to how the Rihanna print ad in the Adelaide Advertiser has been in breach or contravenes any of these guidelines.

The key demographic for this particular advertising campaign was 18+ as it was placed by a credit card company sponsoring a tour presale accessible only to those holders of a VISA credit card.

As we understand, current Australian legislation requires that primary holders of any credit or debit card are aged over 18 years of age.

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 is offensive in its depiction of a naked woman and is not appropriate for viewing by children.

The Board viewed 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 Rihanna and that whilst she is clearly naked her breasts are covered by writing and by an arm.

The Board considered that the overall image is in keeping with the public persona of Rihanna and that her pose is confident rather than sexualised or pornographic. The Board noted that Rihanna's nipples are covered and considered that the level of nudity is not inappropriate in this instance.

The Board noted that the advertisement had appeared in The Advertiser and considered that whilst this newspaper is not of appeal to children, in the Board's view the content of the advertisement is not inappropriate for children to see in this context.

The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it 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 complaints.