



Case Report

1	Case Number	0110/12
2	Advertiser	Bras n' Things
3	Product	Clothing
4	Type of Advertisement / media	Poster
5	Date of Determination	28/03/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.4 - Sex/sexuality/nudity S/S/N - sexualization of children

DESCRIPTION OF THE ADVERTISEMENT

Image of woman in lingerie in the store window of Bras N Things. She is wearing a bra and briefs and is lifesize.

THE COMPLAINT

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

I object to the sexualisation of the female body particularly since she looks so young and in a local family shopping area. The young lady is wearing a bra and underwear and a fancy garter belt. She really looks horny and sexy as you are doing your shopping with the family. I feel that is unnecessary to go to this extent right in my face.

THE ADVERTISER'S RESPONSE

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

Thank you for your email of Friday 9 March 2012, regarding the Bras N Things window posters.

Our window promotions are updated on a fortnightly basis and the specific promotion the complainant viewed would no longer be on display.

The complainant mentioned the posters are 'on display constantly', so the primary issue would appear to be the general style and positioning of our posters. There was also mention of a specific image with a 'fancy garter belt'. I have included examples of the window posters we have displayed this year, including the two that included suspenders.

As with all retailers, Bras N Things' shop windows are a critical part of our visual merchandising and are a key resource in drawing potential customers into the store.

Bras N Things is of the belief that our store windows should be used to strongly promote the products represented within the store.

Sleepwear and lingerie always looks best when promoted in a way that it is intended to be used – that is, on the body. Posters convey this most effectively.

Bras N Things believes our window promotions reflects the core products we sell and caters to our prime customer base of 18-35 females. Our window promotions are intended to appeal to these customers, not to be overly sexualised or 'horny & sexy'.

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 overtly sexual in nature and is inappropriate for young children to see.

The Board reviewed 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 the advertisement was seen in the window of a Bras N Things store and noted there are several different images used for this campaign and each image depicts a woman in lingerie. The Board noted it had recently considered complaints about similar images in cases 0300/11 and 503/11 and dismissed the complaints in both these cases. The Board noted that the women are posed in a manner which is clearly intended to show the lingerie and is not overtly sexualised.

The Board noted that the advertisements are featured on posters facing outwards to shoppers passing by and feature women wearing products that are available for purchase in store. The Board considered that it is reasonable to expect a lingerie advertisement to feature imagery of lingerie and noted that the advertisements are aimed at women seeking to buy lingerie. The Board considered that the images depict women in lingerie but that the images are mildly sexualized at best. The Board noted that the posters are visible to a broad audience that

includes children and considered that most members of the community would not find the images used in these advertisements to be inappropriate for a broad audience.

Based on the above the Board considered that the advertisement did treat 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 Board dismissed the complaint.