



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0111/11
2	Advertiser	Wish Designs Pty Ltd
3	Product	Clothing
4	Type of Advertisement / media	Billboard
5	Date of Determination	13/04/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.6 - Health and Safety within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

Image of female model wearing a flowered dress and brown leather jacket. In the background is a New York skyline scene, and to the left of the model it reads, "Wish.com.au". The name of the model, Lekeliene Stange, is printed on the right.

THE COMPLAINT

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

I've just come back from Town Hall station in Sydney and am compelled to complain about the billboard advertising for the clothing brand Wish.com.au (and also on its website). The model at the front of the image is drastically underweight and she looks like she would be better placed in an anorexic awareness campaign instead of advertising clothes. I have never written to complain about an advertisement in my life before but this image is truly shocking and does nothing to promote your clothes but appears to glamorise anorexia. I asked several people at Town Hall what they thought and they all said the image was disturbing. Body image is a huge problem with young women in the western world. I believe that advertisers have a responsibility towards the problem. Slim is one thing, but overt emaciation is simply stupid.

THE ADVERTISER'S RESPONSE

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

In response to the complaint regarding the Wish billboard at town hall Sydney. I feel the person making this complaint is misinterpreting the model's natural unique facial beauty and fashion forward stance for the model looking underweight. The model featured in the campaign has modelled for the biggest fashion brands including Marc Jacobs, Dolce & Gabbana, Chloe and Chanel. In these campaigns the model's unique look is prominent. The model's name is quoted on the billboard to draw further attention to her style and to encourage viewers to learn more about her unique fashion style. The complaint makes reference to a futuristic city. The image is shot in New York. The image betrays the unique style of the model and the brand. The responses we have received to the images in this campaign have been very positive. The garments shown leave little skin showing and give little indication of the model's underlying proportions.

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 complainants' concerns that the advertisement depicts a model who is unhealthily slim and that this advertisement glamorises anorexia.

The Board noted the model in the advertisement is identified as Lekeliene Stange who is a model well known for her striking cheek bones.

The Board considered the advertisement within the context of section 2.6 of the Code which requires that advertising or marketing communications shall not depict material contrary to prevailing community standards on health and safety.

The Board noted that obesity, anorexia and body image are issues of community concern. The Board noted that there is no obligation on advertisers to use large models in advertising but noted that it would uphold complaints about advertisements which used models who were inappropriately slim. The Board noted that the model in this advertisement is fully clothed and the only parts of her body visible are her face and arms. The Board considered that the striking facial features of the model were well known for that model and were not of themselves an indication of an unhealthy body weight. Similarly, the depiction of the woman's arms was not a clear or even strong suggestion of an inappropriately slim woman. The Board considered the woman is obviously slim, as are most models, but that the advertisement as a whole did not present her as unhealthily slim or anorexic.

The Board considered that this advertisement did not depict material contrary to prevailing community standards on health and safety and was not in breach of section 2.6 of the Code.

Finding that the advertisement was not in breach of the Code, the Board dismissed the complaint.