



Case Report

1	Case Number	0113/12
2	Advertiser	Adult Toybox
3	Product	Sex Industry
4	Type of Advertisement / media	Billboard
5	Date of Determination	28/03/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

A cartoon style image of a woman wearing a pink slip. The text reads, "Adult Toybox" and says they sell XXX DVDs, have thousands of products to choose from and are discreet and private. The contact details are: www.adulttoybox.net.au.

THE COMPLAINT

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

The image of a girl which covers the whole depth of the billboard is sexually provocative and suggestive. It is demeaning for women to be pictured in this way. The large words across the billboard say Adult Toybox. They are eye catching and will capture the attention of children as well as everyone else. It concerns me that this type of advertisement captures the attention of curious children introducing them to lifestyles before they can deal with the issues of sexuality. And to see a woman portrayed as a toy in such a way as this is offensive to me. The website address is clearly shown. It is www.adulttoybox.net.au. It also gives a Facebook link. I believe this could be very tempting to younger people in the curious years and they can easily access this information without adult supervision before they are ready to process the concepts of sexuality. I am offended by this billboard every time I drive north on the highway. There is no other way to go north and avoid this offensive billboard.

THE ADVERTISER'S RESPONSE

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

No response received from Advertiser.

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 sexually provocative, demeaning to women and inappropriate for viewing by children.

The Board reviewed the advertisement and noted the advertiser's response.

The Board first considered whether the advertisement was in breach of section 2.2 of the Code. Section 2.2 of the Code requires that: "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 cartoon style image of a woman wearing a pink slip. The text reads, "Adult Toybox" and says they sell XXX DVDs, have thousands of products to choose from and are discreet and private. The contact details are: www.adulttoybox.net.au.

The Board considered that it is reasonable for the advertiser to show the woman wearing this style of outfit in order to advertise the product they are selling. The Board considered that the image of the woman and the relationship to the text on the billboard was evident and relevant to the business being advertised and was not suggestive of the woman herself being available to purchase.

The Board noted that the woman's pose is not provocative and she is fully covered by the slip. The image did not contain inappropriate nudity and did not employ sexual appeal in a manner which is degrading of any individual or group of people".

The Board determined that it did not breach section 2.2 of the Code.

The Board then 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 it was reasonable for an advertiser to depict its products being listed in its advertising ie: XXX DVD's. The Board considered that the pose of the model in the image is in keeping with responsible adult shop advertising.

Considering that the advertisement was not a sexualized image, and that the model is not overly exposed, the Board considered that most members of the community would not find the imagery offensive. 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 complaint.