



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0139/18
2	Advertiser	Doll House Gentleman's Club
3	Product	Entertainment
4	Type of Advertisement / media	Billboard
5	Date of Determination	11/04/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

These poster advertisements are to advertise the Doll House club. The three posters being considered are:- A large white sign on the outside of the premises which feature the words 'Doll House The Club' and a pink silhouette of a woman pole dancing.- A blue window poster which features the words 'Miss Nude World Tour'.- A sign above the door which has the initials 'D H' in gold and two silhouettes of women dancing.

THE COMPLAINT

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

Images are inappropriate for viewing by children.

THE ADVERTISER'S RESPONSE

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



Advertiser did not respond.

THE DETERMINATION

The Ad Standards Community Panel (the “Panel”) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the “Code”).

The Panel noted the complainant’s concern that the advertisement was too sexualised.

The Panel viewed the advertisement and noted the advertiser did not respond.

The Panel 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 Panel noted that three versions of this outdoor advertisement placed on the exterior of the advertiser’s premises are being considered, two featuring a silhouette of a woman holding a pole and one featuring the text “Miss Nude World Tour”.

The Panel noted the complainant’s concern that the advertisement was too sexualised and is inappropriate for viewing by children.

The Panel noted that the advertised business is a gentleman’s club and that it is reasonable for the business to promote its services as long as such advertising is appropriate against the Code. The Panel considered that the advertisement image is very stylised and the silhouette of the woman lacks specific nudity and detail.

The Panel noted that the word ‘nude’ is not considered by the broad community to be explicit or degrading. The Panel considered that the text surrounding the image is not sexually suggestive or inappropriate to be viewed by a broad audience.

The Panel considered the overall tone of the advertisement was factually relevant to the business and was not overtly sexualised and the level of perceived nudity in the advertisement was only mild. The Panel considered that the advertisement was appropriate to be viewed by a broad audience which would include children.

The Panel considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience and did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaint.

