



**Ad Standards** Community Panel  
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Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	Case Number	0161/19
2	Advertiser	Centrefold Lounge/Men's Gallery
3	Product	Sex Industry
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	12/06/2019
6	DETERMINATION	Dismissed

## ISSUES RAISED

- 2.2 - Objectification Degrading - women
- 2.2 - Objectification Exploitative - women

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features various scenes of women in lingerie and the phrase "Over 100 girls to choose from".

## THE COMPLAINT

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

*It advertises women as objects 'choose over 100 women' eg the implication is that they are there to satisfy your needs and you have the power to choose them like they are pieces of meat*

## THE ADVERTISER'S RESPONSE

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





*Thank you for providing the Centrefold Lounge an opportunity to address the complaint received regarding our Television advertisement on the 26th of May 2019.*

*This commercial has been running since late January and this is the first complaint we have received regarding this ad. It was created by Oxygen who are the agency who produce intensify commercials on behalf of the 10 network.*

*In conjunction with Oxygen we produced the commercial and it was approved by CAD with an S classification meaning that it will be broadcast between the hours of 11pm and 5am on any day.*

*The nature of our business is that we are a gentleman's club with a large focus on entertainment featuring cabaret style entertainment utilising talents of performers from dance, circus, acrobat, burlesque, pole background to entertain our patrons.*

*Our goal is to remove the negative stigmas that are attached to adult entertainment and become a world-renowned destination similar to the likes of Crazy Horse Paris or the Moulin Rouge.*

*The investment in our entertainment from marketing on TV has seen a huge uprise in female patronage as well as couple and groups so much so that we have been featured in the Herald-Sun and nationally in news articles.*

*(<https://www.news.com.au/lifestyle/real-life/news-life/why-are-so-many-womenvisiting-strip-clubs/news-story/bd533799a4db363c2c7a9bbfa0378846>)*

*In response to the complaint, which refers to the use of the term 'choose over 100 women' which in fact, the script states 'Over 100 girls to choose from' is a breach of the code of ethics 2.2 Objectification Degrading – women and 2.2 Objectification Exploitative – women. With over 100 entertainers, showgirls and dancers on our roster, the main draw of our business is the fact that you can spend time with the dancer of your choice. We do not feel this term degrades women rather stating that we have a large choice of entertainers.*

*Our dancers and entertainers are our product; the reason why males and females come to our premise is to watch our entertainment and spent time with our dancers and knowing that they have a huge choice entices more business for us with our patrons knowing that there is going to be varying entertainment therefor an opportunity to engage with a bigger variety.*

*As discussed, if you still find we are in breach of the code of ethics we are happy to comply and remove the commercial off-air. As this is the first complaint we have received to date, we feel the majority of people who have seen our commercial received the message as we intended and not in a demeaning, degrading or*



*exploitative way.*

*Thank you for your time.*

## **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 advertises women as objects.

The Panel viewed the advertisement and noted the advertiser's response.

The Panel considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: "Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative or degrading of any individual or group of people."

The Panel noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

Exploitative - (a) taking advantage of the sexual appeal of a person, or group of people, by depicting them as objects or commodities; or (b) focussing on their body parts where this bears no direct relevance to the product or service being advertised. Degrading – lowering in character or quality a person or group of people.

The Panel first considered whether the advertisement used sexual appeal.

The Panel noted that this television advertisement features various images of women in lingerie and considered that the advertisement did contain sexual appeal.

The Panel then considered whether the advertisement used sexual appeal in a manner that was exploitative of an individual or group of people.

The Panel considered the use of the phrase "Over 100 girls to choose from". The Panel noted that this is a legal business and although people may dislike the fact that women in the business are paid for adult entertainment services, this does not mean that the advertisement is exploitative.

The Panel considered the advertisement did not suggest the women are objects, or for sale, rather the business provides private dances as a service and clients are able to select the woman they'd prefer to receive the service from. The Panel considered



that this was not unlike a person choosing their hairdresser, and is not a depiction which is exploitative.

The Panel considered that there was a focus on the woman's breasts in the advertisement, however noted that the advertised product is a nightclub which features scantily clad women as part of its service. The Panel considered that the image used in the advertisement is clearly related to the product being advertised.

The Panel considered that the advertisement did not use sexual appeal in a manner that was exploitative of an individual or group of people.

The Panel then considered whether the advertisement used sexual appeal in a degrading manner.

The Panel considered that the advertisement depicted the women as confident and happy, and considered that the advertisement did not depict the women in a way which lowered them in character or quality.

The Panel considered that the advertisement did not use sexual appeal in a degrading manner.

The Panel determined that the advertisement did not employ sexual appeal in a manner which is exploitative or degrading of any individual or group of people, and did not breach Section 2.2 of the Code.

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.

