



ADVERTISING  
STANDARDS  
BUREAU

Level 2, 97 Northbourne Avenue, Turner ACT 2612  
Ph (02) 6173 1500 | Fax (02) 6262 9833  
[www.adstandards.com.au](http://www.adstandards.com.au)

ACN 084 452 666

## Case Report

1	Case Number	0167/14
2	Advertiser	Rip Curl Pty Ltd
3	Product	Clothing
4	Type of Advertisement / media	Poster
5	Date of Determination	14/05/2014
6	DETERMINATION	Dismissed

### ISSUES RAISED

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

### DESCRIPTION OF THE ADVERTISEMENT

This advertisement is in a lightbox facing the outside of the Sydney Airport Qantas retail store. It features an image of an athlete, surfer Alana Blanchard, wearing a bikini in the water at the beach.

### THE COMPLAINT

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

*Girl is offensively and inappropriately dressed.*

### THE ADVERTISER'S RESPONSE

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

*Rip Curl is a surfwear brand with a focus on beach and surf healthy lifestyle. Our view is that the girl (Alana) is not offensively or inappropriately dressed. We acknowledge that the image is on open display to the public (including children) walking past the store. The image does not involve sex or nudity. We do not believe that the image includes inappropriate sexuality and that it is sensitive to the audience. We sell swimwear, primarily bikinis, and the advertisement promotes our products in a reasonable way. Promoting a healthy beach based*

*lifestyle. The image reflects appropriate standards of dress in today's society and we do not share the view that Alana is offensively or inappropriately dressed in the image.*

## **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 woman who is inappropriately dressed and is offensive.

The Board viewed 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 that the advertisement features an image of surfer Alana Blanchard viewed mainly from the back. She is wearing a bikini and standing in the ocean.

The Board noted that it is reasonable for an advertiser of surf and beach wear to use their products in their advertising. The Board considered that the image is typical of those used to advertise products of this nature and that there is no reference to sex in the advertisement.

The Board noted that the woman is wearing a bikini and that private areas of the woman are sufficiently covered by the bikini and that although the bikini bottom is brief, she is not posed in a manner which is overtly sexualised or inappropriate.

The Board noted there is an increasing level of community concern about the sexualisation of children and acknowledged the placement of the advertisement outside the store in a high traffic area of the airport meant that the relevant audience was very broad and could include children.

The Board acknowledged that some members of the community might be offended by the advertisement but considered that the image is a picture of a young woman in a bikini in the surf, is not sexualised and is not offensive or inappropriate.

The Board determined 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 complaints.

