



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0178/18
2	Advertiser	Bras n' Things
3	Product	Lingerie
4	Type of Advertisement / media	TV - Out of home
5	Date of Determination	24/04/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This in-store advertisement has a 1 minute video featuring a woman in various lingerie. First set is a burgundy and black bra and underpants and the woman is holding a leather crop. Second set is a pink and black bodysuit. Third set is a black bras and underpants, both are strappy and the woman is holding a feather crop. Fourth set is a white and the woman is wearing a black venetian mask. Fifth set is a teal and black bra, underpants and suspender belt. Sixth set is a pink and black bra and underpants.

THE COMPLAINT

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

Screen inside Bras and Things has pornographic 'Vamp' film showing on rerun with





transparent underwear and large proportion of inner and outer parts of breasts and cleavage showing.

Proximity to stores for children makes my young family and I make the images impossible to avoid and step son comments about "nудie rudie" women on the billboards. Very poor moral compass of lingerie stores with shocking video and images. Video and photo advertising display can be seen from up to 100m outside store.

THE ADVERTISER'S RESPONSE

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

Bras N Things does not feel that it has breached any advertising standards.

The display for the mentioned campaign started 26 February and ran until 11 March (across all stores). The content showcases a range of styles that were new to Bras N Things for the two weeks the campaign ran to which there is no nudity.

I would also make reference to the fact that the complaint has been raised based on seeing the video within our store.

Please see below our response to Section 2 of the Advertiser Code of Ethics:

2.4 Sex, sexuality and nudity

At Bras N Things we are passionate about empowering all women to feel beautiful from the inside and out and as such, we endeavour to provide women with a range of lingerie and sleepwear products that appeal to many different women's tastes and style preferences.

Bras N Things does not feel that it has breached any advertising standards with this campaign. The models wear lingerie throughout the campaign imagery, there is absolutely no nudity, we always ensure that everything is covered. We are showcasing our latest collection in a non-sexual way.

Our products are designed by women for women, to satisfy women when they wear it.

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 is overly sexualised and inappropriate for a broad audience.



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

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 considered the complainant's concern that the advertisement was overly sexual for an advertisement which was played in public where children would see.

The Panel noted this out-of-home television advertisement featured a woman in various sets of lingerie.

The Panel considered that this advertisement was played on screens inside stores in shopping centres and considered that the relevant audience may be broad depending on the location of the screens in-store but was most likely people who have entered the store to purchase lingerie.

The Panel considered in the context of an advertisement for lingerie inside a store it was reasonable for advertisers to show women wearing the product being sold.

The Panel considered the woman's nipples and pubic area were covered at all times and that the level of nudity in the advertisement was only mild.

The Panel considered that the shots included in the advertisement were focussed on the products, and therefore included close-up of the woman's body. However, the Panel considered that the advertisement taken as a whole only included mild nudity and sexualisation and was not inappropriate for an advertisement which would be seen by a broad audience.

The Panel considered that overall the level of nudity in the advertisement was mild, and that the advertisement did treat the issue of 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 Panel dismissed the complaint.

