



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0188/18
2	Advertiser	General Pants Group
3	Product	Clothing
4	Type of Advertisement / media	Email
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 email advertisement features an image of a model lying on a bed and an image of a model on a couch with the caption "Embrace our love for your bodycon and it will be all peaches & cream....if you know what we mean :)".

THE COMPLAINT

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

I believe that the overtly sexual (soft porn) nature of these adds should not be being freely emailed to young women (in particular) who would form the majority the Metallicas client base.

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 contains sexualised language that would be inappropriate for a broad audience.

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 this email advertisement included an image of a model lying on a bed and an image of a model on a couch with the caption “Embrace our love for your bodycon and it will be all peaches & cream....if you know what we mean :)”.

The Panel noted the complainant’s concern that the advertisement is inappropriate to be emailed to young women.

The Panel noted that the advertisement was only sent to those who had subscribed to receive information from the advertiser. The Panel considered that the relevant audience for this advertisement would therefore be primarily adults or older teenagers.

The Panel considered that there was no nudity or sex in the advertisement.

The Panel considered that the use of the caption “Embrace our love for your bodycon and it will be all peaches & cream....if you know what we mean :)” was a sexualised double entendre, but directed to an audience of older teenagers and adults was not inappropriate.

The Panel considered that the advertisement was not overly sexualised 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.

