



Case Report

1	Case Number	0207/12
2	Advertiser	Butlers in the Buff
3	Product	Professional services
4	Type of Advertisement / media	Transport
5	Date of Determination	13/06/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

The advertisement has a logo and a few images of the International company BUTLERS IN THE BUFF, and briefly describes the events that the Butlers attend along with what services they provide, which include serving drinks and food. The image under question shows the outfit that the Butlers wear, the Butler is seen from behind holding a tray of drinks with his collar, cuffs, bow tie and bottom revealing apron on.

THE COMPLAINT

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

I don't believe that my family and I should be subject to images of nudity let alone life size eye level nudity without warning. I should be able to walk down the street with my children without being confronted by such vile images.

THE ADVERTISER'S RESPONSE

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

The advertisement in question, which is on our FAMILY car, represents exactly what our company sells, Butlers to attend any type of event and that our Butlers welcome guests, serve drinks and food.

The image in question shown on the car is technically not naked as the Butler is wearing clothing it is a image of a bottom and even then the bottom is slightly cut off by the wheel of the car. We have people every day taking photos of the car and even husbands taking photos of their wives beside the car. Our Butlers are not promoting the sale of sex, all that is advertised is that our Butlers serve drinks and food and wear a cheeky outfit.

Our Company is international and has attended parties that have had children at them, we also have done 16ths right up to 90th birthday parties. The advertisement is not discriminating against anyone and does not show any nudity other than a bottom which has been in many other advertisements or can be seen on a daily bases going to a public beach, opening a magazine or by watching TV. Our company has been on channel nine and channel seven, we have appeared in newspapers and magazines, we have attended and supported many charities and their events such as Ronald McDonald House, McGrath Foundation, surf life saving clubs, and many many more and our butlers have done jobs for companies such as Vaseline, virgin mobile and Carr's Crackers.

Our service as the complainant has said is not NAKED MEN, our Butlers wear collar, cuffs, bow tie and an apron and are nothing more than waiters with a cheeky outfit.

As you can see by the images provided there are only two of these images one on each side of the car and the car is not covered in "vile" images of naked men.

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 complainant's concerns that the advertisement features nudity which is inappropriate and not suitable for viewing by children.

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 is featured on a car and shows the back view of a man wearing an apron with nothing underneath so his back and buttocks are visible. The Board noted that the man's genitals are not visible and considered that the pose of the man was not sexualised.

The Board noted that the advertisement is for a company called Butlers in the Buff and considered that the image of the man in this context was not inappropriate. The Board noted that some members of the community are uncomfortable with nudity however the Board considered that it was reasonable for a company providing 'butlers in the buff' to advertise

their product and in the Board's view the advertisement treats the issue of nudity with sensitivity to the relevant audience which in this instance would include children.

The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it 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 complaint.