



Case Report

1	Case Number	0232/16
2	Advertiser	Ladyboy Cabaret
3	Product	Entertainment
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	25/05/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement features a number of clips of the Ladyboy Cabaret performances with the performers wearing glittery costumes.

THE COMPLAINT

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

My children saw it the second time and it is not something I wish to discuss with them before they go off to school. It is offensive and inconsiderate to families to put this ad on during times when children may see it!

THE ADVERTISER'S RESPONSE

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

The Ladyboy Cabaret commercial broadcast is not in breach of the relevant sections of the code. The television commercial for Thai Ladyboy Superstars is a series of clips taken from the live stage show. All performers are fully clothed at all times in Las Vegas showgirl type costumes. This commercial received a PG rating by CAD and was aired during the relevant time periods. The commercial was designed to give the viewer a taste of what they can expect from the full stage show – which is predominantly Ladyboys in beautiful costumes.

Link to Commercial: <https://www.youtube.com/watch?v=AfrJFXTv9gY&feature=youtu.be>

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 was offensive and shown at a time when children were watching.

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 for a live performance of the Thailand Ladyboy Superstars.

The Board noted that the women in the advertisement are dressed in cabaret costumes, which include fancy head dresses with feathers and sparkles. The Board noted the poses of the women and considered that they are not sexualised or inappropriate and that the advertisement overall is a colourful portrayal of a cabaret or showgirl event.

The Board noted that the women are dancers and considered they are portrayed in a manner consistent with their performance, with lots of movement and are smiling and waving and dancing.

The Board noted the complainants concerns that the advertisement could be viewed by children.

The Board considered that the advertisement showed the women fully dressed and not posed in a sexual way and in addition the images look like women so there is no focus on the possible different gender.

The Board noted that the advertisement was rated PG. The Board considered that ladyboy is a sophisticated concept that young children would be unlikely to understand and there was no explicit sexual reference. The Board considered that parents may choose to explain the ladyboy concept or not, given that most children would just understand the advertisement to be women dancing.

The Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement 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.