



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0254/12</b>
<b>2</b>	<b>Advertiser</b>	<b>Lingerie Football League</b>
<b>3</b>	<b>Product</b>	<b>Leisure &amp; Sport</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>11/07/2012</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.2 - Objectification Exploitative and degrading - women

### DESCRIPTION OF THE ADVERTISEMENT

A voiceover talks about the forthcoming Lingerie Football All Star Game being played in Brisbane on 2nd June and we see footage of the women playing lingerie football as well as shots of women in their playing attire but not playing the game.

### THE COMPLAINT

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

*The women were shown wearing lingerie. It was Prime time TV. I was concerned about the pornographic material being shown. It is objectifying and degrading women. I also understand that this event has a family pass where children aged 2-12 can also be part of [sic].*

### THE ADVERTISER'S RESPONSE

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

*The complaint states that women were shown wearing lingerie and the complainant was concerned about pornographic material being shown and that it was objectifying and degrading to women.*

*The advertisement was promoting the Lingerie Football League All Star Game that was held at the Brisbane Entertainment Centre on Saturday June 2.*

*The vision shown is athletes wearing 2 piece sportswear including boy cut briefs (similar to those worn by Beach Volleyball players or track and field athletes) as worn in all Lingerie Football League Games around the world – playing and promoting the game.*

*The TVC was classified as PG and adhered to the following advertising codes guidelines: PG – Parental Guidance “P”*

*Definition: Parental Guidance Recommended*

*May be broadcast during the following hours, except during P and C programs or adjacent to P or C periods:*

*Weekdays 8.30am – 4.00pm*

*Weekdays 7.00pm – 6.00am*

*Weekends 10.00am – 6.00am*

*Exercise care when placing in cartoon and other child-appeal programs.*

*Digital Multi Channels*

*In addition, may be broadcast during the following hours:*

*Weekdays 6.00am – 8.30am*

*Weekdays 4.00pm – 7.00pm*

*Weekends 6.00am – 10.00am*

## **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 women in the advertisement were wearing lingerie and the advertisement was objectifying and degrading women.

The Board viewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: “Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.”

The Board noted the complainant’s concerns that women are portrayed in the advertisement in a manner which is objectifying and degrading. The Board noted that the advertisement is promoting a Lingerie Football League game. The Board noted that the athletes in the advertisement were shown in game situations as well as in other poses and are wearing the attire worn during Lingerie Football League games. The Board noted that the women appearing in advertisement all appear confident and considered that most members of the community would consider the portrayal of women in this manner to not be disrespectful. The Board considered that whilst sexual appeal is used in the advertisement it is used in a

manner which would not be considered exploitative and degrading by most members of the community.

The Board determined that the advertisement did not employ sexual appeal in a manner which is exploitative and degrading to women and that the advertisement did not breach Section 2.2 of the Code.

The Board then 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 the advertiser’s response that the two piece sportswear attire is worn in Lingerie Football League games. The Board considered that the game vision and images of the athletes in their uniforms are relevant to the promotion of the athletic event. The Board considered that some people may find the images sexualized but the Board considered that the images are relevant to the product and are not inappropriate for the PG audience.

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.