



Case Report

1	Case Number	0270/16
2	Advertiser	Pacific Brands Holdings Pty Ltd
3	Product	Lingerie
4	Type of Advertisement / media	Poster
5	Date of Determination	22/06/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - sexualisation of children

DESCRIPTION OF THE ADVERTISEMENT

This poster advertisement features an image of a girl/young woman wearing a singlet and undies. Her right arm is raised with her hand touching her hair and her left hand is tugging down the bottom of her singlet. The text reads, "the new bluey. bonds.com.au".

THE COMPLAINT

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

The girl appears very young and pre teen. She is wearing revealing underwear that outlines her private parts in a way that seems to inappropriately sexualise underage girls.

THE ADVERTISER'S RESPONSE

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

In reference to the complaint raised under Section 2 of AANA Code of Ethic, Complaint reference number: 0270/16 , Advertiser Pacific Brands Holding Pty Ltd, BONDS 'THE NEW BLUEY' campaign; Please be assured we are concerned about the nature of this complaint and respond with great respect.

Bonds Australia for many decades has celebrated its underwear product designs with

outdoor, print, online and television advertising.

BONDS Australia is a family brand and has in place a stringent internal approval process to ensure all public campaigns uphold the integrity of the brand and are in keeping with the high values of BONDS.

The Bonds 'THE NEW BLUEY' campaign features an adult Australian female, an 18 year old professional model (not a teenage) with previous experience modelling underwear.

Importantly, Bonds went to great lengths to ensure the campaign was shot with personality and energy in a bright and commercial manner in keeping with Bonds previous campaigns.

'THE NEW BLUEY' campaign was presented in this perspective and to focus and highlight the new singlet and matching underwear.

In no way was this campaign intended to be degrading or inappropriately sexualise underage girls.

Bonds are very aware of their responsibility to never portray any male or female model in a sexual or suggestive manner, that would be in direct conflict with the brands family and communities values. In addition Bonds go to great lengths at all times to portray a healthy and positive body image and attitude with our campaigns and imagery.

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 this advertisement features a young girl in revealing underwear which is inappropriate and sexualises underage girls.

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 this poster advertisement features a female model wearing Bonds' underwear: a singlet and undies.

The Board noted the complainant's concern that the girl appears to be underage. The Board noted the advertiser's response that the model is 18 years old.

The Board noted it had previously dismissed a complaint about a similar image used in a Bonds' advertisement in case 0271/15 where:

"The Board noted that this advertisement appears on the side of a product box in Coles and features an image of a young female model wearing a white singlet over black undies and bra.

The Board noted the complainant's concern that the model looks underage. The Board noted the advertiser's response that the model was 18 years old at the time of the photoshoot and considered that she does look like a teenager, but not a young teenager.

The Board noted the pose of the model and considered that it was playful rather than sexualised. The Board noted that the underwear the model is wearing is very basic and considered that it is not sexy and that it covers her body appropriately. The Board considered that the level of nudity was very mild in the context of an underwear advertisement.

The Board noted that the advertiser makes underwear for both sexes and all ages, including babies and children, and considered that in this instance the depiction of a young model wearing the advertiser's product is not sexualised or intended to present an underage girl in a manner which is not appropriate."

The Board noted the complainant's concern that the current advertisement depicts an underage girl in underwear. The Board noted that the model does look young and considered that most members of the community would consider the model to be an older teenager.

The Board noted that Bonds make underwear for all ages and considered that it was reasonable for the advertiser to use a young girl modelling underwear targeted at teenage girls. The Board noted the singlet and undies worn by the model in the advertisement are practical and basic, not sexy, and considered that the level of nudity is very mild in the context of an advertisement for underwear. The Board noted the complainant's concern that the model's private parts are outlined by her underwear but considered that this is an interpretation unlikely to be shared by the broad community.

The Board noted the pose of the model. A minority of the Board noted that the model is wearing jewellery and possibly lipstick and considered that the overall impression is confusing: the model looks like a teenager but her hair style is adult and she is posed in an adult manner. The Board considered the Practice Note to Section 2.4 of the Code which provides: "Advertisements with appeal to young people (under 14 years) which contain sexualised images or poses are to be used with caution.) A minority of the Board considered that the advertisement would be of appeal to children under 14 given the nature of the advertised product, underwear for teenaged girls, and considered that the advertisement did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience.

A majority of the Board however noted the pose of the model and considered that she is not posed in a sexualised manner or presented as a sexualised image. The majority of the Board noted that the model looks healthy and confident and considered that although the model is wearing jewellery and possibly lipstick in the Board's view the overall impression is of a playful pose rather than a sexualised pose.

The majority of the Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience which would include children.

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.