



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0287/11
2	Advertiser	Recreate Yourself
3	Product	Professional services
4	Type of Advertisement / media	Print
5	Date of Determination	27/07/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Sex/sexuality/nudity Treat with sensitivity to relevant audience

DESCRIPTION OF THE ADVERTISEMENT

The advert displayed a woman in tights and top sitting with a cat between her legs with the tag line whats new pussy cat.

The ad was advertising a waxing service in which we would donate apercentage of the revenue to the Queensland Animal welfare league. There is no nudity, no swearing, and no mention of sex.

THE COMPLAINT

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

This flyer was delivered to my home and collected from my post box by my 8 year old daughter. It is inappropriate for general distribution. Whilst she would be unaware of the implication/connotation of the cat the women's pose is extremely suggestive and more appropriate for a men's magazine. Either way it is NOT something I or my children should ne exposed to in our home and without our consent.

A crass sexually provocative advert that is overly sexual. It looked obscene and should not have been included in print if the woman had the cat on her lap it may have been acceptable but with her crotch wide open and the cat in front of it it looks disgraceful.

It was from a hairdressers promoting a charity donation to the Animal Welfare league.

THE ADVERTISER'S RESPONSE

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

We feel that the ad was in line with the code. The ad simply makes reference to a cat and the donation to the Animal Welfare League for the service of Brazilian Waxing. An Attractive, fully clothed female sits in a confident position, but we were careful to make sure not to much skin was shown to imply that this was a sexual service or any way perceived in a sexual nature. The image used was to portray a strong confident woman with a lighter side (the pussycat)

The complainant mentions that her daughter was none the wiser. We feel this shows that the very nature of the ad is not sexual but a light hearted look at Brazilian waxing and a helpful donation to the animal welfare league charity.

As we are not the copyright owner of the image we do not have to right to transfer the copyright to the Advertising Standards Bureau.

The leaflet campaign is now finished and no further distribution of the campaign will take place.

In reference to the ad in the Gold Coast Bulletin. We did not place this advertisement in any newspaper publications.

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 an inappropriate image of a woman and is overtly sexual and provocative.

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

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone".

The Board noted that the advertisement features an image of a woman in a chair with her legs apart and with a cat placed in her lap covering her genital region.

The Board noted that the female was wearing lingerie but that she was well covered.

The Board noted that the use of the image as part of a mail delivery promotion meant that the relevant audience could include children but they were not the intended audience and, in the Board's view, any sexual implications of the advertisement would not be understood by children.

The Board considered that the placement of the cat in this instance adds an element of humour and ridiculousness. On the basis of this, the Board considered that most members of the community would not find the imagery offensive.

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 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.