



Case Report

1	Case Number	0299/15
2	Advertiser	Scot Air
3	Product	Travel
4	Type of Advertisement / media	Internet - Social
5	Date of Determination	12/08/2015
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

Scot offers a product called MaxYourSpace which allows guests to purchase up to 3 empty seats next to you so you can fully relax on your flight. Scot has a YouTube video promoting this product that is displayed on the website and Facebook page and features a voiceover describing positions you can use during the flight which are demonstrated by actors.

THE COMPLAINT

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

Girl on girl is unnecessary description. Implies something sexual

THE ADVERTISER'S RESPONSE

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

The video in mention has Bikram Yoga Katong instructors onboard the aircraft showing there is enough space to explore difference positions;

The "Complete Show-Off" Position - video of yoga instructor balancing on 2 hands in Scot seats

The "I'm Flexible and I Know It" Position - video of yoga instructor in a full body curve on Scoot seats

The "Girl On Girl" Position - video of 1 yoga instructor lying on Scoot seats reading a book with legs balancing another yoga instructor who is on her laptop.

<http://www.flyscoot.com/index.php/en/inflight/maxyourspace.html>

Scoot doesn't believe the video breaches any Code of Ethics in relation to;

2.1 Discrimination or vilification

2.2 Exploitative and degrading

2.3 Violence

2.4 Sex, sexuality and nudity

2.5 Language

2.6 Health and Safety

The video simply shows 2 women in a yoga pose reading a book & working on laptop The "Girl On Girl" reference simply refers to the yoga pose they are undertaking.

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 concern that the advertisement features an image captioned, “girl on girl” which implies something sexual.

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

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 this Facebook advertisement is promoting the purchase of extra seats on a flight and features a voiceover describing different positions you can use on aircraft seats.

The Board noted the advertiser’s response that advertisement features two yoga instructors demonstrating their flexibility and that the pose described as “girl on girl” features one instructor balancing on top of another yoga instructor.

The Board noted that the women are both clothed and considered that their positions are not sexual or intended to represent sexual activity although the reference is clearly a sexual innuendo. The Board considered that the phrase, “girl on girl” is not inappropriate in the context of an image of a girl balancing on top of another girl and that overall the advertisement does not feature any nudity or sexualised material.

The Board considered that the advertisement did treat the issue of sex, sexuality and nudity

with sensitivity to the relevant audience and 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.