



Case Report

1	Case Number	0312/10
2	Advertiser	Pole Perfect Dance Studio
3	Product	Leisure & Sport
4	Type of Advertisement / media	Poster
5	Date of Determination	28/07/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

Poster featuring images women performing various poses on a pole. The women are wearing underwear in some poses, gym clothing in others. There is also a picture of a fully clothed man wearing a t-shirt with a bow tie and shirt collars printed on it, and he has two woman either side of him wearing underwear, high heels and fishnet tights.

The images are surrounded by text boxes describing the classes on offer at the Pole Perfect Dance Studio, along with details of parties they offer.

THE COMPLAINT

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

The poster is located near the checkouts to the supermarket and near a coin operated ride for children. It is also next to the seating area for the donut/coffee shop. It is at a height that is easy for children to read/look at.

While I was at the checkout on Sunday two young girls ran up to the poster and were looking at the pictures. The older girl read the text to the younger girl. The mother of the children said to me that she hates having to explain ""that poster"" to her girls.

Young children should not be exposed to such sexualised images and certainly not in the local shopping centre.

THE ADVERTISER'S RESPONSE

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

I do not feel my advertising is any way breaking any laws. I have 2 children that both go to catholic schools in the local area and I made sure that I took that into consideration. I am located inside a children's dance school.

I have attached advertising in question for your information. But will be changing this sign to update as we have new classes.

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 contained inappropriately sexualized images.

The Board reviewed 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 the series of illustrations contained in the poster and considered that the images illustrated athleticism and a healthy body. The Board considered that some of the models are posing in lingerie but that the poses are not sexually suggestive. The Board considered that the images and the descriptions of the services and options available from the advertiser were relevant to the product, and the images were not of a sexualized nature.

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.

