



Case Report

1	Case Number	0319/16
2	Advertiser	ACMN
3	Product	Entertainment
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	10/08/2016
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

The advertisement comprises images and songs from the currently running musical 'We Will Rock You'. The advertisement shows the performers dancing in a range of costumes including bikini style outfits, and singing on a stage in scenes from the musical.

THE COMPLAINT

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

Ad includes performances of scantily clad women (leather bikini) in suggestive dance moves. Unhealthy image for young kids especially girls. Ad should be shown after nine o'clock not prime time news.

THE ADVERTISER'S RESPONSE

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

The TVC was shot from a selection of particular scenes from the musical and replayed for the cameras. Time was taken to produce a tasteful rendition of the show as the aim is to appeal to as wide a audience as possible and to not offend any part of the audience as this would be detrimental to the show and reduce ticket sales. It was then submitted to CAD where it was

given a C classification which is a general unrestricted classification allowing the commercial to be aired at any time of the day except during P (pre school) programs.

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 shows scantily clad women making suggestive dance moves.

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 that the television advertisement is promoting the ‘We Will Rock You’ musical tour.

The Board considered that the advertisement shows numerous scenes of individuals and groups of dancers dressed in a range of costumes, with no explicit nudity. The Board noted that the dancers, both men and women were dressed in a mix of dance costumes. The Board noted the scene with women dancers in bikini style costumes and considered the posturing of the women, in time to the music, not to be sexualised or inappropriate and that the advertisement overall is a colourful portrayal of a musical event.

The Board noted that the dancers are portrayed in a manner consistent with their performance, with lots of movement and dancing and did not consider the performance to be sexually suggestive.

The Board noted the complainants concerns that the advertisement could be viewed by children, especially girls. The Board considered that the advertisement showed all of the dancers dressed, with some costumes providing more coverage than others, but no nudity. The Board also considered that the performers were representative of a range of body types.

The Board noted that the advertisement was rated C.

The Board considered that the musical is an obvious dancing show and there was no explicit sexual reference and considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience.

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.

