



Case Report

1	Case Number	0328/10
2	Advertiser	All Boat Business
3	Product	Leisure & Sport
4	Type of Advertisement / media	Print
5	Date of Determination	11/08/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

A woman in a bikini with a tattoo of a logo (Tattoo Boats) partly shown from her bikini top, and the text "Need a bigger rod?" written in bold red lettering next to her. The woman is asking the public if they need a bigger rod, or to increase the size of their fishing tackle, to grab next Saturday's West Australian Newspaper to see the All Boat Business lift out which promotes the opening of the new fishing tackle department and the new range of fishing boats named "Tattoo Boats".

THE COMPLAINT

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

The text on the left hand side of the advertisement is unnecessarily crude and overtly sexual in nature. It is demeaning to women and of very poor taste.

THE ADVERTISER'S RESPONSE

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

We are a complete marine dealership that has offered everything for the boating public except for the fishing enthusiast. We ran this ad to finally promote the opening and launch of our fishing tackle department and new aluminum fishing boat range called "Tattoo Boats". As one can see the woman in the ad is dressed in swimwear and sunglasses which is appropriate attire for boating. The woman is asking the public, that if they need a bigger rod or need to increase the size of their tackle gear, then not to miss next Saturday's lift out which promotes not only a brand new fishing boat range but our new fishing tackle department.

We believe the ad to be appropriate for boating and fishing and falls within the standards set within section 2 of the Code.

THE DETERMINATION

The Board noted the complainant's concerns that the advertisement is unnecessarily crude and overtly sexual, and that it is demeaning to women.

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 that the advertisement featured an image of a female wearing a bikini top in a reclining position with her head tilted up. The Board considered that this image was not overtly sexual as the woman appears to be sunbathing and is wearing the appropriate clothing for that activity. The Board then considered the image in the context of the advertisement and noted the advertiser's response that they are a boating business and that the woman is dressed appropriately for sunbathing on a boat. The Board noted the tattoo which is partially visible on the woman's left breast, and considered that despite its location, this is not a sexual image and it features the name of the new boat range being launched by the advertiser. The Board determined that the overall image of the woman does have some relevance to the product being sold.

The Board then considered the wording of the advertisement and determined that although some members of the community may take offense at the potential innuendo in the statement "Need a bigger rod? We've got everything you need to increase the size of your tackle." This statement taken literally does relate to the product being advertised.

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.

