



Case Report

1	Case Number	0329/17
2	Advertiser	Crazy Horse Revue Pty Ltd
3	Product	Sex Industry
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	26/07/2017
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.2 - Objectification Exploitative and degrading - women
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

The advert depicts 4 women in lingerie and black robes walking down a corridor and then into a room. Two women are surrounding the man, whilst still in lingerie. The final scene of one of the women slightly leaning in has had the frame cropped. The final still is text and logo that states "Crazy Horse Revue" and the website.

THE COMPLAINT

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

*Women being paraded into a room for a man in a suit.
This is inappropriate advertising*

It goes too far. The lingerie in way too revealing and when the women are walked into the room with the old man and are bent over him it's just disgusting and morally wrong. The women are so young and he is old it's perverted.

THE ADVERTISER'S RESPONSE

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

This TV advert was created to suit the nature of the business we are operating, it was never made to insult or to discriminate against any member of the public.

2.2 - Objectification Exploitative and degrading - women

In the advert, there is nothing to perceive 'Objectification Exploitative' or 'Degrading' scenes towards women. All the shots in the adverts with the women show them walking, entering and moving in the room at their own choice. No man is touching them, the final scene is them merely leaning in to the camera shot, smiling with the man in the middle raising a glass in his hand.

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

When recording the advert we were cautious with any nudity. We ensured all wardrobe selections were suitable, where no breast area, genitals or behind area was visible. In the scene where the women lean in towards the man to appear in the shot, we also ensured that the lingerie was not see through and ensured the frame was cropped.

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 complainants' concerns that the advertisement is overtly sexualised and contains nudity and is inappropriate for viewing by a broad audience that would include children.

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

The Board considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: "Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people."

The Board noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

Exploitative - purposefully debase or abuse a person for the enjoyment of others, lacking in moral, artistic or other values

Degrading – lowering in character or quality a person or group of people.

The Board noted that in order to breach this Section of the Code the images would need to be using sexual appeal in a manner that is considered both exploitative and degrading.

The Board noted that the advertisement features women dressed in lingerie entering a room. The women are seen together and with a man. The final shot shows a man raising a glass and there is a woman on either side of him. The details of the venue appear on screen.

The Board noted that at one part, the women are seen parading past a man and in the end they are on his lap and around his chair. The Board acknowledged that some members of the community would find a depiction of women in lingerie walking past men to be disrespectful and objectifying but considered that the overall impression of the advertisement does not present women in an inferior position or in a manner that is debasing or lowering in character.

The Board noted that the depiction of the models in the advertisement is in keeping with typical Gentlemen's Club advertising and considered that it is not inappropriate for an advertiser to depict women wearing lingerie to advertise such a venue. The Board also considered that in the context of an advertisement for a gentlemen's club, a depiction of women wearing this style of lingerie is not of itself a depiction which is exploitative and degrading.

The Board noted that in the current advertisement the women are facing the camera and their full faces and torsos are shown. The Board acknowledged that some members of the community may find the use of women in lingerie to be exploitative but the Board considered that in the context depicted, the women are not shown in a manner that is debasing or lowering in character, rather the women are shown posing in a confident manner. In the Board's view the manner in which the women are depicted is not degrading to these women or to women in general.

The Board determined that the advertisement did not breach Section 2.2 of the Code.

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 advertisers are free to use images of whomever they wish in their advertisements and considered that the use of women in an advertisement for a gentlemen's club is not of itself overtly sexual.

The Board noted one scene where a woman in black lingerie is facing the camera and positioned on her hands and knees. The Board noted that the breasts of the woman are visible as if looking down her top. The Board noted that the woman appears on her own.

The Board noted that the following scene depicts two women with one man and that the woman in white lingerie is not wearing a top. The Board noted her breasts are not visible and the image is fleeting.

The Board noted the A rating by CAD and that the advertisement had been aired within the appropriate time for the classification.

The Board noted that some members of the community would prefer for these types of adult venues not to be advertised at all but considered that the images used are not strongly sexualised considering the time and relevant audience, and the advertisement does not feature any inappropriate nudity.

The Board noted that it had dismissed similar matters for Gentlemen's clubs (0310/17 and 0232/17) where women in lingerie were shown within the venue.

Overall, in the Board's view the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and determined that it 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 complaints.