



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0332-20
2. Advertiser :	APG & Co
3. Product :	Clothing
4. Type of Advertisement/Media :	Internet - Social - Facebook
5. Date of Determination	11-Nov-2020
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This Facebook advertisement features a picture of a woman wearing a button-up shirt, blazer and jeans. The words 'Sportscraft' and 'October Collection' are superimposed over the image. The caption to the post is 'timeless, must-have styles crafted for every wardrobe'.

THE COMPLAINT

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

October collection - large hero image with "sportscraft" across the image in white. Woman in blazer sitting down. It breaches the AANA code of ethics. Some of the models are far too skinny to be featured. Even on their website the size of one (maybe some) of the models as a size 6, with the waist being even smaller than that. The pants are even ill fitting. It's ethically very poor to advertise that the model is wearing a size 8, when her measurements are actually a size 6 and smaller. The angle of some of the photos even elongates the models more making them look slimmer. I have contacted them directly via email with example images about a month ago, but I can still see the images being used for advertising and it's concerning.

THE ADVERTISER'S RESPONSE



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

At Sportscraft we do endeavour to cast models representative of all shapes, sizes and ethnicity in an aim to represent and celebrate our diverse customers. Our womenswear range also caters from a size 6 up to a size 24 in selected styles and a size 18 in all other styles. We will ensure your feedback is passed along to our Creative and Marketing teams.

THE DETERMINATION

The Ad Standards Community Panel (Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement features a woman who is far too skinny as she is a size 6.

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

Section 2.6: Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety.

The Panel noted that the Practice Note for this section of the Code provides the following guidance:

Advertising that provides an unrealistic ideal body image by portraying body shapes or features that are unrealistic or unattainable through healthy practices, which is not justifiable in the context of the product or service being advertised, will be contrary to prevailing community standards relating to health and safety...The Code does not require the use of 'healthy weight' models as this term could exclude people in smaller or larger bodies from advertising, by unnecessarily limiting the portrayal of diversity in society. As such, advertisements may include a diversity of images, including people who have a variety of sizes and shapes, but advertisers should take care to avoid images of people with extreme body weights or shapes that are unrealistic or unattainable through healthy practices which are not justifiable in the context of the product or service advertised, and which are contrary to prevailing community standards relating to health and safety.

Does the advertisement portray an unrealistic ideal body image?

The Panel considered that the woman in the advertisement was depicted as thin but that her body shape did not appear to be unhealthy or unattainable through healthy practices.



The Panel considered that the image did not appear digitally altered. The Panel considered that the woman was of a slimmer build, but that this appeared natural and attainable for her through healthy practices.

The Panel considered that the advertisement did not condone or portray unhealthy eating habits or a body image which would be against prevailing community standards.

Section 2.6 Conclusion

The Panel considered that the advertisement did not contain material which would be contrary to Prevailing Community Standards on health and safety and determined that it did not breach Section 2.6 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.