



Case Report

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| 1 | Case Number | 0336/17 |
| 2 | Advertiser | Casa Mia |
| 3 | Product | Lingerie |
| 4 | Type of Advertisement / media | TV - Free to air |
| 5 | Date of Determination | 09/08/2017 |
| 6 | DETERMINATION | Dismissed |

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement opens on a woman wearing a pale blue bra saying, "I've found my fit". We then see three other women wearing different styles of bras saying that they too have found their fit. A fifth woman, fully clothed, is then shown saying, "Find your perfect fit at Casa Mia."

THE COMPLAINT

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

Verging on porography. The add is suggestive as the women of different ages say in suggestive tones ice found my fit. So you see there lingerie and some view of breasts

THE ADVERTISER'S RESPONSE

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

The advertiser did not provide a response.

THE DETERMINATION

The Advertising Standards Board (the “Board”) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the “Code”).

The Board noted the complainant’s concerns that the advertisement verges on pornography in its depiction of women in bras talking suggestively about the fit.

The Board viewed the advertisement and noted the advertiser had not provided a response.

The Board 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 this television advertisement features various women wearing different types of bras saying that they have found their fit.

The Board noted that the advertiser specialises in bras for the fuller figure and the hard to fit, as well as being the leading bra fitting and Mastectomy specialist boutique in the Illawarra.

The Board noted the complainant’s concern that the advertisement is ‘verging on pornography’. The Board noted that it is reasonable for an advertiser to depict their advertised product being used in its intended manner. The Board noted that in this instance the advertisement depicts various women wearing bras and considered that the level of nudity was not inappropriate and no nipples are shown. The Board noted the poses of the women in the advertisement and considered they are confident rather than overly sexualised. The Board noted that some of the styles of lingerie modelled are lacy but considered that the manner in which they are depicted is not sexual and in the Board’s view the focus is clearly on the product, not the women’s bodies.

Consistent with previous determinations about the depiction of women’s lingerie in television advertisements (0320/15, 0576/16, 0076/17) the Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience which would include children.

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.