



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Advertising Standards Bureau Limited  
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# Case Report

1	Case Number	0353/18
2	Advertiser	Sin City Gentleman's Club
3	Product	Sex Industry
4	Type of Advertisement / media	Transport
5	Date of Determination	08/08/2018
6	DETERMINATION	Dismissed

## ISSUES RAISED

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

## DESCRIPTION OF THE ADVERTISEMENT

This transport advertisement features an image of a woman in a black bra and underpants on 3 sides of a truck.

## THE COMPLAINT

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

*This is offensive as it is sending the wrong message to people, especially young children both male and female about the value of women and what is acceptable in society about how women should be treated. Females were not created for the objectification of men. How do you explain the message these type of pictures are telling children about their worth and value as a person when they see these oversexualized pictures? Keep our streets safe as this is sexual abuse, both for the women in the pictures whether they recognize it or not, and for young minds who are not ready developmentally to process this information and if there is no one there educating them about the inappropriateness of such pictures, their little minds can be*



*forever scared by such pictures. It's not right that they should be subject to this material without a choice. It's being forced on them without their consent or their parents consent and that is NOT right. If people want this stuff then let them find it for themselves, dont force it on us or our children. It does nothing to help domestic violence as it depicts women are made for men to use and abuse....WRONG at every level!! There is more to a women than her body and this is not the message these pictures are portraying. Pornography is a crippling addiction to young and old, destroying relationships and families and this is NOT what we need in society, more disfunction!! Please take these images off our streets, it's in your hands.*

### **THE ADVERTISER'S RESPONSE**

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

*To Whom It May Concern:*

*I have read the formal complaint made against Sin City Gentlemen's Club on the 10th of July, 2018.*

*I would like to note that our business is in no way degrading women or causing issues such as domestic violence.*

*Our business is extremely thorough in always making our employees feel happy, safe and comfortable in their workplace and advertising outside of the business.*

*We in no way feel that this image will cause harm or violence upon women and we are often complimented by other women how beautiful our artwork is and that they would someday love to be advertised on our promotions truck. Our artwork is not implied nude, nor is it explicit in any nature. This female is posing in a graceful, not seductive pose.*

*I understand the complainant may have concerns for children although our model featured on our truck is genuinely wearing more than another female would down at the beach. There is no derriere displayed whatsoever and the female is shown wearing a full cup bustier covering more than what a bikini would.*

*We appreciate your concern for children and women in general and hope that after reading this statement you too will see that we have no ill intentions.*

*Thank you.*

### **THE DETERMINATION**



The Ad Standards Community Panel (the “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 featured a sexualised image of a woman and is objectifying of women.

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

The Panel 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 or degrading of any individual or group of people.”

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

Exploitative - (a) taking advantage of the sexual appeal of a person, or group of people, by depicting them as objects or commodities; or (b) focussing on their body parts where this bears no direct relevance to the product or service being advertised. Degrading – lowering in character or quality a person or group of people.

The Panel noted the complainant’s concern that the advertisement objectifies women.

The Panel first considered whether the advertisement used sexual appeal.

The Panel noted that this transport advertisement features an image of a woman in a black bra and underpants on 3 sides of a truck. The Panel considered that the woman’s pose was not sexualised, but considered that the image of the woman in lingerie would constitute sexual appeal, particularly in an advertisement for a gentleman’s club.

The Panel then considered whether the advertisement used sexual appeal in a manner that was exploitative of an individual or group of people.

The Panel considered that there was a focus on the woman’s breasts in the advertisement, however noted that the advertised product is a nightclub which features scantily clad women as part of its service. The Panel considered that the image used in the advertisement is clearly related to the product being advertised.

The Panel considered that the advertisement did not suggest the woman was an object, or was for sale, rather the image of the woman directly related to the services being advertised.



The Panel considered that the advertisement did not use sexual appeal in a manner that was exploitative of an individual or group of people.

The Panel then considered whether the advertisement used sexual appeal in a degrading manner.

The Panel considered that the advertisement depicted the woman as confident and empowered, and considered that the advertisement did not depict the woman in a way which lowered her in character or quality.

The Panel considered that the advertisement did not use sexual appeal in a degrading manner.

The Panel determined that the advertisement did not employ sexual appeal in a manner which is exploitative or degrading of any individual or group of people, and did not breach Section 2.2 of the Code.

The Panel 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 Panel noted that this transport advertisement was on a truck and considered that the relevant audience for this advertisement would be broad and would include children.

The Panel noted the complainant's concerns that the model is nearly naked.

The Panel noted that the advertised business is a gentleman's club and that it is reasonable for the business to promote its services as long as such advertising is appropriate against the Code.

The Panel considered that the underwear the woman is wearing is lacy and opaque and that there is no suggestion that her nipples or genitals are visible. The Panel considered that the pose of the woman with her hand on her waist is not overly sexualised.

The Panel acknowledged that the size of the image means that it would be very visible to the broad community but considered that the image is not sexually explicit or suggestive.

The Panel considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience. The Panel determined that the advertisement did not breach Section 2.4 of the Code.

