



Case Report

1	Case Number	0362/12
2	Advertiser	Ignite Travel Group
3	Product	Travel
4	Type of Advertisement / media	TV
5	Date of Determination	12/09/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

A 'My Holiday Centre' commercial promoting holiday packages to Fiji staying at either the Sheraton Fiji Resort or The Westin. The commercial provides footage of the destination and properties plus includes graphics and voiceover detailing the package inclusions. In one scene we see a woman lying on her stomach as she receives a massage.

THE COMPLAINT

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

Advert unbecoming of the time slot. Holiday images on the whole fine excepting bare-top woman.

THE ADVERTISER'S RESPONSE

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

The My Holiday Centre (MHC) TV commercial promoting holidays to Fiji and featuring the Sheraton Fiji Resort and The Westin Resort & Spa was by no means intended to offend and we apologise if this is the case. A majority of the packages that MHC promote and sell include wine, dine & spa credits for guests to use at their resort. This has proven to be a very desirable element and point of difference to our packages so we promote this package

inclusion in all our advertising. In compliance with Commercial Advice (CAD) who approved and rated the TVC as "G", we happily amended our commonly used terminology of 'wine, dine & spa credit' to 'beverage, dine & spa credit'. At no time did we believe the use of the image of the lady receiving a massage was inappropriate for a G rated commercial. We believe a massage is a widely known and accepted form of leisure activity in which consumers understand this requires the removal of clothing. It was certainly not intended to be offensive or seen as objectifying women. The MHC brand is committed to delivering inspiring holiday packages with real value and we are proud of what our ads represent, not only for the brand but for the destinations and resorts we promote. We offer our sincerest apologies if we have offended anyone and we will certainly take this on board for all future campaigns.

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 complainant's concerns that the advertisement depicts an image of a naked woman and that it is not appropriate for the time it was aired.

The Board viewed the advertisement and noted the advertiser's 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 that the advertisement is promoting a Fiji holiday package and that we see footage of the destination and activities available. The Board noted that one scene shows a woman lying on her stomach whilst receiving a hot stone massage.

The Board noted that the woman receiving the massage is lying on her stomach and that whilst she is not wearing a top, her bosom is only visible from the side and we cannot see her nipples. The Board noted the complainant's concerns that this image is not appropriate and considered that the level of nudity is very mild, is relevant to the product being advertised and is not sexualised.

The Board noted that the advertisement had been rated G by CAD and considered that the material in the advertisement was appropriate for a G 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.

