



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0367/18
2	Advertiser	Honey Birdette
3	Product	Lingerie
4	Type of Advertisement / media	Poster
5	Date of Determination	22/08/2018
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This poster advertisement features a woman woman wearing a purple and gold lingerie set. The woman is standing with one hand on her hip, and the other resting on a frame.

THE COMPLAINT

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

I object to the fact that this is a family environment and I don't believe it is suitable for children.

I also feel offended by the objectification of women as sex objects. It could be





advertised more discreetly by Honey Birdette.

THE ADVERTISER'S RESPONSE

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

Advertiser did not respond.

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 objectifies women and featured a sexualised image of a woman that was inappropriate for a broad audience which would include children.

The Panel viewed the advertisement and noted the advertiser did not respond.

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 the woman and depicts her as a sex object.

The Panel first considered whether the advertisement used sexual appeal.

The Panel noted the poster advertisement featured lingerie titled "Prince". It featured a woman posed with one arm by her side and the other arm leaning against



something out of shot, and wearing a purple bra, sheer underpants and a garter belt. The Panel considered that the style of the lingerie in combination with the woman's pose did constitute sexual appeal.

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 particular focus on the woman's breasts and pubic region in the advertisement as this is where the lingerie is placed, however considered that this focus was relevant to the style of lingerie being sold.

The Panel considered that the advertisement did not suggest the woman was an object, or was for sale, rather the advertisement featured the woman wearing the underwear that was for sale.

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 standing comfortably, 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 poster advertisement was in the window of a store and was visible to people walking past the store, and considered that the relevant audience for this poster would be broad and would include children.

The Panel considered the complainant's concern that the advertisement is too explicit for and shows too much nudity to be suitable for viewing by children.

The Panel noted that the bra the woman was wearing was opaque and covered her



breasts, and that there was no indication that her nipples were visible.

The Panel considered that the design and cut of the lingerie featured in the advertisement left a large proportion of the model's pubic region visible with only a small piece of fabric covering her genitals. The Panel noted that the crease of the model's groin was visible and considered that this imagery is confronting.

The Panel considered that the level of nudity was at the higher end of the scale and as such the image included on a poster that is visible to members of the community standing outside the business was not appropriate for the relevant broad audience which would likely include children.

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

Finding that the advertisement breached Section 2.4 of the Code, the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Panel's determination. Ad Standards will continue to work with the relevant authorities regarding this issue of non-compliance.