



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0387/18
2	Advertiser	Bras n' Things
3	Product	Lingerie
4	Type of Advertisement / media	TV - Out of home
5	Date of Determination	12/09/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This out-of-home television advertisement features a series of short videos of a woman in lingerie. The first shows a woman in black lingerie kneeling on a bed and swinging a pillow. The next shows her standing next to a bed in lingerie, tights and glasses with a string of fairy lights around her. The next shows her in silk pyjamas with a matching dressing gown. Then kneeling on the bed in a purple and mesh lingerie set. Then leaning against a brick wall wearing a light-pink body suit. Then sitting on the ground next to the bed wearing a dusky pink pyjama set. Then standing at the end of the bed wearing a light-pink lingerie set with stockings. Then sitting on the ground wearing a white and blue lingerie set and sneakers.

THE COMPLAINT

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

It is pornographic in my opinion.

I feel it would be unsuitable for daytime tv and therefore unsuitable for a shopping centre

I am furious that tween and teenaged children may be influenced by it's content and





*feel that women being portrayed in this way in a public place is perfectly reasonable and therefore, by implication, that if they were asked to dress and act in this way, it would be perfectly reasonable.
I am very offended when I see it*

THE ADVERTISER'S RESPONSE

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

The window display for the mentioned campaign in the attached documents started 30th July – 12th August (across all stores). The complaint made was opinion based as stated in the complaint and we do not feel any advertising code has been breached.

Please see below our response to Section 2 of the Advertiser Code of Ethics:

2.4 Sex, sexuality and nudity At Bras N Things we are passionate about empowering all women to feel beautiful from the inside and out and as such, we endeavour to provide women with a range of lingerie and sleepwear products that appeal to many different women's tastes and style preferences.

Bras N Things does not feel that it has breached any advertising standards with this campaign. The models wear lingerie throughout the campaign imagery, there is absolutely no nudity or sex, we always ensure that everything is covered. We are showcasing our latest collection in a non-sexual way.

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 contained overly sexualised material which was inappropriate for a broad audience which would include children.

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

The Panel noted that this advertisement features a series of short scenes depicting a woman modelling lingerie and pyjamas in a bedroom.

The Panel then 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 the advertising was in television screens in the windows of stores and that the relevant audience would therefore be broad and likely to include children.

The Panel considered that the advertisement was for lingerie and that it is reasonable for an advertiser to depict a model wearing lingerie in advertising.

The Panel considered that in all the scenes the woman is portrayed as happy, strong, carefree and confident and that most of the scenes were not sexualised.

The Panel considered that there were two brief scenes which were of a more-sexualised nature and this was where the woman moves a string of fairy-lights across her body, and when she is wearing a purple lingerie set and leans over the end of the bed.

The Panel considered that while these two scenes were slightly more sexualised, they were fleeting and only a small part of the whole advertisement.

The Panel considered that as a whole the advertising was not overly sexualised, there was no nudity and it was not inappropriate for the relevant broad audience.

In the Panel's view the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience and that the advertisement did not breach Section 2.4 of the Code.

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

