



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

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Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	Case Number	0403/18
2	Advertiser	Pretty Little Thing
3	Product	Clothing
4	Type of Advertisement / media	TV - Pay
5	Date of Determination	26/09/2018
6	DETERMINATION	Dismissed

## ISSUES RAISED

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

## DESCRIPTION OF THE ADVERTISEMENT

This Pay TV advertisement is set to the song 'D.Y.T (Do Your Thing)' by NVDES and features three women interacting with objects around a Western-style farm, including a fake horse and a ute, while modelling outfits.

## THE COMPLAINT

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

*Females dressed inappropriately for the timeslot i.e. young children seeing it, the actresses are using sexual poses and innuendo.  
It also is derogatory towards women and discredits women as being nothing more than sexual objects*

*Overtly sexual images of young women in tight fitting clothing posing on horses and cars. Blatant sexual innuendo.*



*The ad focuses for abnormally large periods of time on the buttocks of the models when seated on a horse and pretending to push a ute.*

## **THE ADVERTISER'S RESPONSE**

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

*A description of the Advertisement;*

*A script hasn't been included as there was no dialogue. Mainly shots of the clothing accompanied by music. A copy of the creative will be included.*

- Opens on the website name [prettylittlething.com.au](http://prettylittlething.com.au)*
- Three models display the new Pretty Little Thing collection.*
- Numerous shots and camera cuts to show off each outfit*
- Models outfits are all on-trend and relevant to the current industry trends and consumer preferences at this point in time*
- Company name displayed throughout the ad*

*CAD number: G68L6WAF (G) rating*

*Pretty Little Thing ad was aired on Foxtel but has not yet been aired on the Free to Air networks.*

*Your comprehensive comments in relation to the complaint (taking into account the need to address all aspects of the advertising codes).*

*In regards to Objectification (2.2)*

*"Exploitative means (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"*

*This creative does not exploit or degrade women, it celebrates different body types and shows the clothing using a variety of angles. The models themselves post similar images on their Instagram pages. The advertiser is socially conscious of young women's body image issues and takes great effort in making all women feel attractive and included.*

*In regards to Sex/sexuality/nudity (2.4)*

*All clothing items are relevant to the target audience and are reflective of current fashion trends. Models are not displayed in a suggestive or sexual manner. The ad is no different to, for example, a music video or what's seen on current reality TV shows such as that of 'Love Island'.*



*As there is no sexual content or nudity in this ad, we believe it communicates the products with sensitivity, as per Section 2.4 of the Code of Ethics*

## **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 complainants' concern that the advertisement is exploitative of women and is too sexualised.

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

The Panel noted that Section 2.2 of the Code states: "Advertising or marketing communications should not employ sexual appeal:

(a) where images of Minors, or people who appear to be Minors, are used; or

(b) 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 - means (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 considered the television advertisement features women wearing the advertiser's clothing posing and interacting with objects around a farm.

The Panel noted the complainants' concerns that the advertisement contains overly sexualised images of young women and focuses on the women's body parts inappropriately.

The Panel noted the advertiser's response that the creative does not exploit or degrade women, and celebrates different body types.

The Panel noted that the advertisement features both wider shots and close-ups of the models. The Panel noted that the close up scenes of the models are focussed on



the product being advertised and are not specifically directed at the models' bodies.

The Panel considered that the women in the advertisement appeared empowered in their actions and comfortable in the clothing they are shown in. The Panel considered that there was no suggestion of their character being degraded.

The Panel determined that the advertisement did not employ sexual appeal that was exploitative or degrading of any person or group of people and therefore did not breach Section 2.2 of the Code.

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 advertisement aired on the Lifestyle channel on Pay TV and would be visible to a broad audience, which would include children.

The Panel considered that there is no nudity or overt sexualisation of the models in the advertisement, and noted that close up scenes of the clothing are not focussed on the model's' bodies. The Panel determined that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaints.

