



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0412/18
2	Advertiser	White Fox Boutique
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 Degrading - women
- 2.2 - Objectification Exploitative - women
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This Pay TV advertisement features two women modelling different styles of swimwear and clothing in a garden and on a road.

THE COMPLAINT

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

*The advert is verging on pornographic.
Disgraceful soft porn*

Objectification of women

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 and a copy of the creative will be included.

- Opens on the brand name White Fox*
- Two models display the new White Fox collection*
- Numerous shots and camera cuts to show off each outfit*
- Models outfits are all on-trend and relevant to the current industry trends, season (spring / summer) and consumer preferences at this point in time*
- Company name and website displayed throughout the ad*

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.

In regards to Sex/sexuality/nudity (2.4)

All clothing items are relevant to the target audience and are reflective of current fashion trends. A core product is swimwear and as such swimwear product has been shown. Showing swimwear on an actual body is relevant to the product. Models are not displayed in a suggestive or sexual manner, rather as confident and comfortable women.

The purpose of the Ad is to sell clothing relevant to target buying demo and seasonally appropriate.

TV ad placed on networks appropriate to the market, this ad is not placed in C-time

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 objectifies women and is pornographic.

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 and swimwear in various locations.

The Panel noted the complainants' concerns that the advertisement objectifies women.

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 noted that the women depicted in swimwear are close to the pool, and that the depiction of the women in bikinis is relevant to the product and the location.

The Panel noted that some of the bikini bottoms are very high cut, however considered that the images of the swimwear are very fleeting and the scenes do not linger in these images nor are they presented as the focus of the advertisement.

The Panel considered that the women in the advertisement appeared empowered and comfortable in the clothing being promoted, and 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 Pay TV channels – UK TV, National Geographic and 111. The Panel considered that the advertisement and would be visible to a broad audience, which may 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 are of the clothing and not focussed on the model’s’ bodies.

The Panel noted that some of the bikini bottoms are very high cut, however considered that the images of them are very fleeting and not the focus of the advertisement. The Panel considered that it is reasonable for an advertiser to depict women wearing the product that is being advertised as long as those depictions are within the Code.

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.

