



Case Report

1	Case Number	0428/11
2	Advertiser	Prinzi Collections
3	Product	Clothing
4	Type of Advertisement / media	Print
5	Date of Determination	23/11/2011
6	DETERMINATION	Upheld - Modified or Discontinued

ISSUES RAISED

2.3 - Sex/sexuality/nudity Treat with sensitivity to relevant audience

DESCRIPTION OF THE ADVERTISEMENT

Image of men wearing suits and woman either naked or wearing minimal clothing with their breasts exposed.

THE COMPLAINT

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

I find full frontal female nudity offensive in any advertising but especially in an advertisement for men's suits contained in a wedding publication. How naked women serve to promote the sale of wedding suits is beyond me especially since in my experience it is women who are doing most of the planning. Certainly everyone I've shown this to finds it as offensive as I do.

It was my son who discovered this advertisement as I never thought I'd have to screen wedding magazines for appropriate content. I would expect to see this sort of thing in man's magazines not a magazine that gives no indication that the content is inappropriate for children. I will certainly be more careful about letting my partner's and my children help us with our wedding planning in future.

THE ADVERTISER'S RESPONSE

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

No advertiser response to date.

THE DETERMINATION

The Advertising Standard Board ('the Board') considered whether the advertisement complied with the AANA Code of Ethics ('the Code').

The Board noted the complainant's concerns that this advertisement features nudity and is inappropriate for a wedding publication.

The Board viewed the advertisement and noted the advertiser had declined to provide a response.

The Board first considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief.'

The Board noted that the advertisement features men wearing suits and women wearing either minimal or no clothing and jewellery and that the women's breasts are completely visible.

The minority of the Board considered that the highly stylised and artistic nature of the advertisement justified the images of the women in the two pages of the advertisement.

However the majority of the Board considered that the advertisement depicts women in a manner which amounts to discrimination against women. The Board considered that the women are depicted in a manner which is demeaning: the women are naked (or mostly naked) while the men are fully clothed and the women are in positions which are subservient to the men. The Board considered that the depiction of the women in this manner in the advertisement is not relevant to the product being advertised (men's wedding attire).

Based on the above the Board determined that, in this instance, the advertisement did depict material that discriminated against or vilified women.

The Board determined that the advertisement did breach Section 2.1 of the Code.

The Board then considered whether the advertisement complied with Section 2.3 of the Code. Section 2.3 states: '...shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone'.

The Board noted that the women in the advertisement are mostly naked with one woman appearing to be completely naked. The breasts of all the women are exposed. The Board noted that the nipples of the women in two of the advertisements are erect and considered this emphasised their nakedness and made the image more sexualised. The Board considered that the advertisements are sexualised in their depiction of the women and that there is considerable nudity in the advertisement. The Board noted the advertisement was placed in a bridal magazine and is aimed at adults planning their wedding.

A minority of the Board considered that the advertisement is not appropriate in its depiction of naked women and that the advertisement does not treat sex, sexuality and nudity with sensitivity to the relevant audience.

The majority of the Board however considered that in light of the placement of the advertisement in a magazine aimed at adults the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it did not breach Section 2.3 of the Code.

Finding that the advertisement breached Section 2.1 of the Code, the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

The advertiser advised that the advertisement will not be used again. The advertiser commented that as the advertisement has been used for 14 years without complaint the Board's decision was not in line with community standards.