



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0436/17</b>
<b>2</b>	<b>Advertiser</b>	<b>Hollywood Showgirls</b>
<b>3</b>	<b>Product</b>	<b>Sex Industry</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Billboard</b>
<b>5</b>	<b>Date of Determination</b>	<b>08/11/2017</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

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

## DESCRIPTION OF THE ADVERTISEMENT

The advert shows 2 women, with very suggestive looks and highly made up. One is blond, with her top hanging off her shoulder, and the other with her hand on her chest area.

## THE COMPLAINT

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

*This advert is sexualised, and reflects the nature of this "gentlemen's' club, which degrades women to sexual objects.*

*This advert is in a prominent location, not 50 metres from a local primary school, in a family residential area. My boys see this ad every time we leave our suburb, as do the many children who attend St Vincents school.*

## THE ADVERTISER'S RESPONSE

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

*The advertiser did not provide a response*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant’s concerns that the advertisement is degrading to women, treating them as sexual objects.

The Board viewed the advertisement and noted the advertiser did not provide a response.

The Board 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: (a) where images of Minors, or people who appear to be Minors, are used; or (b) in a manner which is exploitative and degrading of any individual or group of people.”

The Board noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

“Exploitative - means clearly appearing to purposefully debase or abuse a person, or group of persons, for the enjoyment of others, and lacking moral, artistic or other values.

Degrading – lowering in character or quality a person or group of people.”

The Board noted that in order to breach this Section of the Code the advertisement would need to be using sexual appeal in a manner that is considered both exploitative and degrading.

The Board noted the billboard advertisement features two women on each side of the billboard and the details of the venue in the middle. The women are seen from roughly chest/shoulder height upwards.

The Board noted the complainant’s concerns that the advertisement degrades women as sexual objects.

The Board noted that the product or venue is a gentlemen’s club and that some members of the community would prefer that these types of adult venues were not allowed to operate and should not be advertised at all.

The Board noted that women are presented in a glamorous way and the overall impression is a stylised image. In the Board’s view, the advertisement did not purposefully debase or lower in character the quality of the women and did not breach Section 2.2 of the Code.

The Board 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 Board noted the location of the billboard near a primary school which means that children would be able to see it. The Board noted that the relevant audience for this type of venue would be adults. The Board noted that the nature of the business is something that members of the community do not like but that in this instance the women are covered by their clothing and some are not posed in a manner that is strongly sexualised.

The Board acknowledged that some members of the community might be offended by the advertisement but considered that the advertisement does not feature any nudity and did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.