



ADVERTISING
STANDARDS
BUREAU

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph (02) 6173 1500 | Fax (02) 6262 9833
www.adstandards.com.au
ACN 084 452 666

Case Report

1	Case Number	0438/13
2	Advertiser	AC's striptease
3	Product	Sex Industry
4	Type of Advertisement / media	Print
5	Date of Determination	15/01/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features an image of a blond woman sitting on her heels. She is wearing a Santa hat, white trimmed red bikini top, a black belt attached to red undies and red and white striped stockings. The text reads, "Xmas Parties at ACs Striptease....Come and enjoy our hot ladies for your Xmas Party".

THE COMPLAINT

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

This newspaper is a free community newspaper delivered to the letterbox, my little girl likes to read it and we find out what is happening for kids in our local area. ACs has advertised in it on many occasions and I personally am tired of seeing their ad for playboy parties, easter bunnies, bucks nights and now Christmas parties in local media and would not like to have to take the newspaper out of my little girls hands as she collects it out of the letter box before she reads it because I have to censor it first. I feel they should more effectively target their ads to the intended audience. I have contacted the paper but they don't see a problem with it.

THE ADVERTISER'S RESPONSE

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

The advertiser provided a copy of the advertisement but no written 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 features sexualised material which is inappropriate for a community newspaper which children could see.

The Board viewed the advertisement and noted that the advertiser had provided a copy of the advertisement but had not provided a written response to the complaint.

The Board 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 that this print advertisement features an image of young blond woman wearing a Santa themed bikini, stockings and hat.

The Board noted that the model is wearing lingerie and that her private areas are covered. The Board noted that the advertiser is legally allowed to advertise its particular service and that the manner in which the model is dressed is relevant to the product being advertised.

The Board noted there is a level of community concern about the sexualisation of children and acknowledged the use of the advertisement in a newspaper meant that the relevant audience was very broad and may include children.

The Board noted that it had previously upheld a print image of a woman in lingerie (0082/13) where it found that “the depiction of a woman in a sexualised pose and the combination of the text included on the flyer amounted to a depiction that is highly sexualized and does not treat sex, sexuality and nudity with sensitivity to the relevant audience...”

The Board noted that in this instance the accompanying text describes the advertiser’s venue and the word, ‘striptease’ is small. The Board noted that in the accompanying image the woman is posing, not stripping, and in the Board’s view most members of the community would not consider the pose to be overtly sexualised or inappropriate. The Board noted that overall the advertisement is relatively small and considered that although its placement in a community newspaper means that it could be seen by children, the image and text is not inappropriate and does treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience.

The Board considered that the advertisement does 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.