



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0442/14</b>
<b>2</b>	<b>Advertiser</b>	<b>Woolworths Supermarkets</b>
<b>3</b>	<b>Product</b>	<b>Clothing</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Print</b>
<b>5</b>	<b>Date of Determination</b>	<b>12/11/2014</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

## ISSUES RAISED

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

## DESCRIPTION OF THE ADVERTISEMENT

The current edition of the Big W catalogue includes images of men modelling board shorts and underwear. On page 32, entitled "Weekend escape" there are three images featuring a man wearing different types of board shorts and singlets. On page 33, entitled "Cool comfort" there are two images of men wearing underpants and some images of underpants and socks with the corresponding prices.

## THE COMPLAINT

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

*My children (aged under 10) commented that they could see their penises.*

## THE ADVERTISER'S RESPONSE

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

*Big W contends that this image is normal within the scope of advertising these products and is in line with accepted community expectations.*

## **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 concern that the advertisement depicts images of men which clearly show the outline of their penises.

The Board viewed the advertisement and noted the advertiser’s response.

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 the advertisement features in the Big W catalogue and features images of men modelling undies and boardies.

The Board noted the complainant’s concern that the outline of the men’s genitals are visible through their clothing. The Board noted the advertiser’s response that the images of the men are normal and considered that the images are consistent with images used to promote clothing in store catalogues. The Board noted the images of the men wearing both underpants and board shorts and considered that these images are not sexualised. The Board considered that whilst it is unusual to see a clear outline of men’s genitals in advertising material such as this, in the Board’s view no undue or inappropriate attention is being drawn to the men’s genital regions.

The Board considered that the advertisement did not include any sexualised images and 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.