



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0449/10</b>
<b>2</b>	<b>Advertiser</b>	<b>Pole Princess</b>
<b>3</b>	<b>Product</b>	<b>Leisure &amp; Sport</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Mail</b>
<b>5</b>	<b>Date of Determination</b>	<b>10/11/2010</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

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

### DESCRIPTION OF THE ADVERTISEMENT

Image on the left hand side of the flyer shows a woman upside down holding a pole. She is wearing a purple leotard and high heeled Perspex shoes. She is holding the pole with both hands and has one leg bent and the other stretched out at 90 degrees to the pole.

In the right hand corner of the flyer is a shadow image of a female on a pole, again upside down. This image is in black and behind it is a circle of light (white in the centre, yellow surrounding it).

The text makes up most of the advertisement and reads, "Pole Princess. Bring this flyer and get a free class. Valued at \$30 FREE!" Underneath are the address details of three locations for Pole Princess (Kew, Ringwood, St .Kilda).

### THE COMPLAINT

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

*It was particularly confronting as my 6 year old girl collected the mail and asked what the flyer was for. I am so angry that she has to see this kind of advertising - it is bad enough that we see the silhouette picture advertised outside the pole dance studio (and she asks what it is EVERY time we go past it (we live close by to the studio)) but to have it mailed to our house is unacceptable.*

*I can't believe it continues to be OK to portray women like this - and if kids see it, it will continue to be normal for another generation.*

## **THE ADVERTISER'S RESPONSE**

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

*In regards, to the complaint, I'm not really sure what to respond to? Her issue is that her daughter collected the mail is that right? How is that my fault??? She said it was disturbing because her daughter collected the flyer and then asked her what the flyer was for.... The flyer was for women to come and try pole dancing classes as a form of fitness..... fitness! How is this offensive? She said the girl was wearing very little – she was wearing a dance leotard which a perfectly acceptable form of dance wear and had she have stood next to a ballet barre instead of a pole, I'm sure this lady would have no issue. The ad in no way promotes anything sleazy or inappropriate and all other feedback we've had so far from other people is that the girl in the picture is an inspiration to them and shows amazing strength, balance and talent. We also sent a copy of the flyer to Australia Post for approval before they would distribute it and they had no issue with it. I also don't force this lady to drive past my studio daily with her 5 year old daughter – if it's such a problem, take another street! You can see that logo that she's complaining about in the top right hand corner of the same attached flyer. And as for "portraying women like this".... Portraying women like what exactly? Like unbelievably talented, fit, strong and healthy women??? Gee, that is terrible. This woman has chosen to ignore all signs that what we do is promote an alternative form of fitness for women and she has chosen to assume we are strippers – she has ignored the fact that pole dancing and stripping are two completely different things and she has chosen to ignore the fact that what we do is solely for fitness. We never get naked, promote women in a demeaning way or sell ourselves to men for money. This is her assumption and therefore entirely her fault.*

## **THE DETERMINATION**

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

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

The Board considered whether the advertisement was in breach of section 2.3 of the Code. Section 2.3 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone".

The Board noted the complainant's concerns that the advertisement portrays women in an unacceptable manner and should not be used.

The Board noted that this advertisement features two images: a woman wearing a leotard and high heeled shoes performing a manoeuvre on a pole, and a silhouette image of a similar manoeuvre. The Board noted that the advertisement was a flyer for a free class at Pole Princess.

The Board noted the advertiser's response that the woman in the advertisement is wearing appropriate fitness clothing and that the company offers pole dancing as a form of fitness.

The Board considered that whilst some members of the community may not agree with pole dancing as a form of fitness, most members of the community would consider this image to be mild and inoffensive.

The Board considered that the advertisement is not sexualised. The Board determined that the advertisement did not breach section 2.3 of the Code.

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