



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0455/18
2	Advertiser	Honey Birdette
3	Product	Lingerie
4	Type of Advertisement / media	Poster
5	Date of Determination	24/10/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This poster advertisement features a woman in leather lingerie that only just covers the breasts and is in dominatrix style.

THE COMPLAINT

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

These are soft porn advertising in a public place for children to see. Highly suggestive highly inappropriate.

THE ADVERTISER'S RESPONSE

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

Ad Standards are fully aware that we are a target. The most recent Collective Shout





Campaign is evidence of this:

https://www.collectiveshout.org/collective_shout_responds

How is it that men's nipples do not warrant complaint, however a highly faded female nipple that is covered by a lace bra can now lead to sexual assault. How offensive?! No child is looking at an image of a woman in lingerie and saying 'I'm offended'. It's a frightening development for the modern woman and Ad Standards decision is one we do not agree with.

We are here to empower women and we are going to continue to do so.

THE DETERMINATION

The Ad Standards Community Panel (the "Panel") considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the "Code").

The Panel noted the complainant's concern that the advertisement is pornographic and too explicit for a shopping centre.

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

The Panel 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 Panel noted the poster advertisement featured a woman in black latex looking swimwear getting out of a pool and the tagline "Let's get wet – HONEY RIDER".

The Panel noted that this poster advertisement was in the window of a store and was visible to people walking past the store, and considered that the relevant audience for this poster would be broad and would include children.

The Panel considered the complainants' concerns that the advertisement is pornographic and too explicit for a shopping centre.

The Panel noted that the advertised product is lingerie and the advertiser is justified in showing the product and how it would be worn provided that in doing so it meets the provisions of the Code.

The Panel noted the tagline could be considered to have sexual innuendo; however considered that in the context of an advertisement for swimwear it was not inappropriate.

The Panel noted that a large amount of cleavage is shown in the advertisement,



however considered that this is not of itself inappropriate.

The Panel considered that the woman's nipples and genitals were covered and that the swimwear was not overly revealing. The Panel considered that the woman's pose, leaning on the edge of the pool, was not sexualised.

In the Panel's view the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience and that the advertisement did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.

