



Case Report

1	Case Number	0471/10
2	Advertiser	Fenix Fitness Club
3	Product	Leisure & Sport
4	Type of Advertisement / media	Billboard
5	Date of Determination	24/11/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

Image of a girl in the bottom left corner of a billboard. She is sitting side-on, naked and has her knees bent. Her long hair covers her breasts and her private parts are not visible.

THE COMPLAINT

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

Our question to you as the advertising industry's Code of Ethics representatives is where do you draw the line? It would appear the definition of decent has become progressively blurred if this type of advertisement has become "the norm" and nudity or partial nudity is merely seen as another advertising gimmick. Whilst we believe we were created in the image of God and we were all created beautiful we also believe once we relax our moral standards and accept publicly advertised nudity that the beauty of creation becomes distorted and perverted. This billboard is in a prominent position which makes it visible not only to adults but young children and teenagers as well.

What message does this send to our younger generation and more frighteningly what moral standard are we passing on?

Do we come to the place where we are so morally depraved as depicted in Luke 8 v 27: And when He (Jesus) stepped out on the land there met Him a certain man from the city who had demons for a long time. And he wore no clothes nor did he live in a house but in the tombs. This man was NAKED and NOT in his right mind but once he encountered Jesus he was seen to be in his right mind and CLOTHED.

V35: Then they went out to see what had happened and came to Jesus and found the man from whom the demons had departed sitting at the feet of Jesus clothed and in his right mind. By continually excusing justifying and blurring the line on what is nothing more than pornographic advertising we run the risk of eventually becoming a degenerate society not in our right mind instead of the Godly moral society our forefathers envisioned us being. In addition the billboard shows the young woman with the caption "Feel Great Naked". As a society what perception are we sending to women of any age if apparently the only way you can feel good about yourself is if you look like this?

We pass this billboard frequently and are disgusted to think that anyone would get the message that a woman has to look like this to feel good about herself. As such we are disappointed that advertising such as this would allow women to be depicted like this when feeling good about yourself has nothing to do with what is portrayed. In truth the only way to feel good about yourself comes from deep personal relationships. Firstly starting with a personal relationship with Jesus Christ and then building relationships within the Church. This billboard depicts the total opposite of true beauty which is why it is not only disgusting but inappropriate.

We already as a society have ever increasing numbers of young women succumbing to a societal standard of beauty which is unattainable for most. This pressure which is perpetuated by advertising such as this inevitably leads some to eating disorders and self hatred. It is our responsibility as community members and your responsibility as the Standards Bureau for advertising ethics to think beyond the dollar value of advertising and start bringing moral and ethical standards to the forefront. Advertisements do not need nudity to be successful nor do women in general need to be portrayed as merely an object to sell any product.

We are requesting as concerned members of the community that this advertisement be removed and replaced with something that sends the right message not only to women but to the general public.

As the advertising industry regulator the greater responsibility falls on you not only in regards to sending the right message but also to uphold a moral standard for the community in general.

The advertisement says "Feel Good Naked" and has a photograph of a naked woman sitting down with her hair covering her breasts. Her genitals are not visible as she is sitting side-on with her legs bent. This advertisement is not only a distraction to drivers and therefore a danger to motorists but also exposes children to inappropriate nudity.

The advertisements I have informed you of have a complete disregard for the protection of children and individual people's own sense of appropriate dress. These advertisements expose children and adults to images that they should not have to see. The advertisements cannot be switched off and are so large that a person cannot help but see them. This is unacceptable. When driving on public roads children must be protected from these images. People argue about the pervert sexual abusers of children and yet advertisers abuse our children in a sexual but more subtle way by flashing disgusting images in front of their vulnerable eyes.

THE ADVERTISER'S RESPONSE

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

The Billboard Titled “Feel Great Naked” is a continuation of the company’s 15 month marketing campaign titled “Feel comfortable in your own skin”. Both tag lines have been implemented to not only dispel the misconceptions of health clubs but to assist in highlighting that we help our members improve their confidence to ultimately “Feel Great Naked” & “Feel comfortable in your own skin”.

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 complainants’ concerns that the advertisement features inappropriate nudity.

The Board noted that this advertisement features a naked, smiling woman sitting side on with her hair and bent leg covering any private parts of her body. The Board noted that the tagline of the advertisement is “Feel great naked” and considered the image to be relevant to the wording and to the product advertised – a fitness club.

The Board noted that whilst some members of the community, including the complainant, may find this image to be inappropriate, most members of the community would consider this image to be mild and inoffensive.

The Board considered that the advertisement does treat the audience with sensitivity and also considered the image was not sexually suggestive or overtly sexualised and did not bring the issue of sex in front of children.

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.

