



Case Report

1	Case Number	0485/11
2	Advertiser	Grosvenor Hotel
3	Product	Sex Industry
4	Type of Advertisement / media	Poster
5	Date of Determination	04/01/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

A lingerie clad woman is lying on a table with her back arched and a telephone cord running from between her legs up her stomach. The text reads, "Call Me" and describes the functions the Grosvenor Hotel can cater for, such as Hen parties, Divorce parties and birthdays.

THE COMPLAINT

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

The advertising has very little to do with the food all the women depicted are posed in sexually suggestive ways. all poses are demeaning and objectifying to women the sexual innuendo of the phrases which accompany the poses is offensive this venue is directly across from the Supreme and District court building so there is a high volume of passers-by targeted by the advertising the advertising is clearly able to be seen by young people under 18 and children.

THE ADVERTISER'S RESPONSE

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

The advertiser has not responded.

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 depicts a woman in a sexually suggestive pose which is demeaning, objectifying and not appropriate for general viewing.

The Board reviewed the advertisement and noted the advertiser had not provided a response.

The Board first considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief.'

The Board noted that the advertisement features a woman dressed in lingerie lying on her back across a table with a telephone cord running from between her legs up her stomach and the words “Call me” above her.

The Board noted the complainants’ concerns that the advertisement objectifies women. The Board noted that the image shows the entire body of the woman, her private areas are covered and she is looking confidently at the camera. The Board considered that the objective of the advertisement is to encourage customers to ring the Grosvenor to book their next function there, and that although it is not absolutely necessary to show the image of the woman, she does represent the type of service you would expect at a Grosvenor function and she is holding a telephone.

Based on the above the Board determined that, in this instance, that the advertisement did not objectify women and did not depict any material that discriminated against or vilified any person or section of society. The Board determined that the advertisement did not breach Section 2.1 of the Code.

The Board considered whether the advertisement complied with Section 2.2 of the Code which states, “Advertising or Marketing Communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.”

The Board noted the confident pose of the woman and considered she was not represented in a manner which could be considered exploitative and degrading as her actions are directly related to the service advertised.

The Board determined that the advertisement did not employ sexual appeal in a manner which is exploitative and degrading and did not breach Section 2.2 of the Code.

The Board then considered whether the advertisement was in breach of Section 2.4 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”.

The Board considered that the use of this image on a poster outside the premises did mean that it is easily viewed by a broad audience. The Board considered however that it is reasonable for the advertiser to advertise their product on their premises and noted that the location of the Grosvenor in Brisbane city would mean it is less likely to be viewed by children.

The Board considered that while the advertisement does depict a woman wearing little clothing, the image does not expose any inappropriate parts of the woman and that it is relevant to the product being advertised. The Board noted that the pose of the model is mildly sexually suggestive but not to the point that would make it unacceptable for a broad audience.

The Board determined that whilst the advertisement was mildly sexualised, it did not contain inappropriate nudity and did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it 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.