



Case Report

1	Case Number	0497/16
2	Advertiser	Bikini Girls Massage
3	Product	Sex Industry
4	Type of Advertisement / media	Print
5	Date of Determination	23/11/2016
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

One side of this flyer advertisement features two images of women in bikinis with the text, "Bikini Girls Massage. Your [sic] nude....We've got the hottest young girls in town. 1151 South Road, St Marys PH 08 7225 6440 Just rock up..." The other side features a topless image of a woman holding a glass of wine, three naked women with arms covering their breasts, an image of a woman in a shower and then 4 images of a dark haired women and the text, "Bikini girls are hot! Playgirl Escorts 08 7225 6440". At the bottom of the page is information on how to become a partner in the business.

THE COMPLAINT

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

*I have no problem with the service being advertised or seeing women in their bikinis but I object to this type of advertising because of the woman whose breasts are on show, clearly in view. These flyers are being distributed in my suburb and were scattered all throughout my local reserve where there are families with children.
1151 South Road, St Marys, SA Office*

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 provided a response to the complaint.

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 includes images of naked women which is not appropriate in a flyer.

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

The Board then 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 that this advertisement is a two-sided flyer. The front of the flyer features two images of women in bikinis and includes the text ‘We’ve got the hottest young girls in town...’. The back of the flyer includes images of a topless woman with her breasts exposed, three naked women covering their breasts, a woman in the shower and four images of a dark haired woman who was fully clothed.

The Board acknowledged that the references to ‘youngest’ and ‘young’ women on the flyer may raise concerns, however considered that as the youngest woman referenced was 19 and not underage the flyer was not sexualising children.

The Board noted the advertisement was for a massage parlour which employed women in bikinis and considered that as such it was not inappropriate for the advertisement to include images of women in bikinis.

The Board noted the image of the woman with her breasts fully exposed on the back of the advertisement and considered that this level of nudity was inappropriate for a flyer which may be seen by a broad audience.

The Board considered that the advertisement did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement breached Section 2.4 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board upheld the complaint under Section 2.4 of the Code.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Board's determination.

