



Ad Standards Community Panel
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Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0536/18
2	Advertiser	Honey Birdette
3	Product	Lingerie
4	Type of Advertisement / media	Poster
5	Date of Determination	12/12/2018
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.2 - Objectification Exploitative - women
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This poster advertisement features a woman in a red bodysuit with the text "Unwrap me" and is titled "Chloe Bodysuit".

THE COMPLAINT

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

The ad features women with one liners inviting men to have sex with them. It's objectifying and pornographic and is featured in window displays. Completely inappropriate! Offends because I am a decent human being, an empowered woman and most especially a mother of young children who have to view this rot less than 20m away from where they greet Santa!

The style of lingerie is more appropriate to porn-shops. The slogans are sexual. The shop is located near a family store (Kmart) so young children are exposed to this vulgarity every time they pass.



THE ADVERTISER'S RESPONSE

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

Advertiser did not respond.

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 objectifying of the model and pornographic.

The Panel viewed the advertisement and noted the advertiser did not respond.

The Panel considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: "Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative or degrading of any individual or group of people."

The Panel noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

Exploitative - (a) taking advantage of the sexual appeal of a person, or group of people, by depicting them as objects or commodities; or (b) focussing on their body parts where this bears no direct relevance to the product or service being advertised. Degrading – lowering in character or quality a person or group of people.

The Panel noted the complainant's concern that the advertisement is objectifying of the model and features text inviting men to have sex with the model.

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 first considered whether the advertisement used sexual appeal.

The Panel noted the poster advertisement featured a woman in a red bodysuit laying on her side amongst wrapped gifts and the text "Honey B's Guide to Christmas – UPWRAP ME!". The Panel considered that the style of the lingerie in combination with the woman's pose did constitute sexual appeal.



The Panel then considered whether the advertisement used sexual appeal in a manner that was exploitative of an individual or group of people.

The Panel considered that the model in the advertisement was well covered and that the advertisement focus was relevant to the style of lingerie being sold.

The Panel considered that the advertisement text of “UNWRAP ME” was interpreted to imply that the model was available to undress, or “unwrap”, and that this theme was objectifying and exploitative of the woman.

The Panel noted that children may not understand the sexual innuendo of the tagline, but considered that it would be immediately apparent to adults. The Panel considered that there was no other obvious and reasonable interpretation of the accompanying text.

On that basis, the Panel determined that the advertisement did employ sexual appeal in a manner which is exploitative of an individual and did breach Section 2.2 of the Code.

The Panel 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 Panel noted the complainant’s concern that the advertisement is pornographic and features text inviting men to have sex with the model.

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 noted the underwear on the model, and considered that the woman is well covered, the woman’s nipples and genitals are covered and the style of the underwear is similar to some contemporary fashions.

The Panel noted that the model is depicted laying on her side amongst wrapped gifts and considered that while the woman’s pose may be considered to be sexually suggestive, the imagery included on a poster that is visible to members of the community in a shopping centre is not explicit and is not inappropriate for the relevant broad audience which would likely include children.

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 breach Section 2.2 of the Code the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Panel's determination. Ad Standards will continue to work with the advertiser and other industry bodies regarding this issue of non-compliance.