



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0543/18
2	Advertiser	Honey Birdette
3	Product	Lingerie
4	Type of Advertisement / media	Poster
5	Date of Determination	23/01/2019
6	DETERMINATION	Dismissed

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This poster advertisement features a woman reclining on a fur rug. She is wearing a black and blue lace lingerie set. The caption states 'Honey B's Guide to Christmas TAKE THE REINS Whitney Set.'

THE COMPLAINT

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

I am deeply offended by the depiction of women as submissive and also in bondage attire.

I am very concerned about the comments my young children made about the images in the shop front window.

I am outraged that now (December 16) the woman's entire nipple is exposed in the





shop front window.

A busy family shopping center in suburban shopping centre. No issue with the retailer trading there, however, we shouldn't have to explain to our children why "the ladies nipple is showing."

Clearly shows nipple - not just a shadow of a nipple, you can see a big nipple smushed against the netting of the bra. My 10 year old shouldn't have to be subjected to that in a public place. The poster should be inside the store, not in the window for all the public to see.

THE ADVERTISER'S RESPONSE

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

Advertiser did not provide a response.

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 complainants' concern that the advertisement is objectifying of the model and was inappropriate for viewing by a broad audience which would include children..

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 complainants' concern that the advertisement is objectifying of the model and depicts her as a sex object.

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 in blue lace lingerie



lying on her back on a fur rug. The caption states “Honey B’s guide to Christmas TAKE THE REINS Whitney set”.

The Panel considered that the depiction of a woman in lingerie lying on her back on a rug was one that most people would consider to contain 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 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 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 “Take the Reins” was empowering the woman to take control and was not obviously sexual. The Panel considered that the image and text was not a depiction which implied the model was an object or commodity and was not exploitative of the woman.

The Panel considered that the depiction of the model and the accompanying text did not lower the character or quality of the model and did not degrade the model.

On that basis, the Panel determined that the advertisement did not employ sexual appeal in a manner which is exploitative or degrading of an individual and did not 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 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 complainants’ concerns that the woman’s nipple was visible and that this was nudity which was inappropriate for children to see in a shopping centre.

The Panel considered the Practice Note for the Code provides:



“Full frontal nudity and explicit pornographic language is not permitted. Images of genitalia are not acceptable. Images of nipples may be acceptable in advertisements for plastic surgery or art exhibits for example.”

The Panel noted that the woman was wearing blue lace underwear and that her genitals are covered. The Panel noted that the outline of one of the woman’s nipples is visible through the lace underwear. The Panel considered that the woman’s nipple was visible due to the style of the lingerie, but was mostly covered by the lace feature and was not a significant focus of the advertisement. The Panel considered that the woman’s breasts are not fully exposed and that the visible outline of a nipple was not inappropriate in the context of the product being advertised.

The Panel considered that the ad depicted a woman lying comfortable on a rug and her pose was not overly sexualised. In the Panel’s view the overall advertisement was not inappropriate for viewing by a broad audience which would include children.

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

