

CASE REPORT

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| 1. Complaint reference number | 100/01 |
| 2. Advertiser | Triumph International (Aust) Pty Ltd (All Women - All Woman) |
| 3. Product | Clothing |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 May 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement has the caption, ‘A bra with easy access. Isn’t that what got you into this in the first place?’ printed over a picture of a smiling woman leaning over a small baby. The advertisement also incorporates the logo of Triumph International, together with the text ‘All Women - All Woman’.

THE COMPLAINT

Comments made by complainants in relation to this advertisement included the following:

‘I found this really demeaning and disrespectful to women, especially mothers, also very embarrassing standing waiting for a bus. Women are coping (sic) it hard with rapes, bashings, disrespect No wonder we have these problems in our society’

‘..... particularly demeaning to nursing mothers demeaning to women generally in very poor taste.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the material within the advertisement did not contravene prevailing community standards in relation to its portrayal of sex/sexuality/nudity; neither did it constitute discrimination or vilification.

The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.