



## **CASE REPORT**

1. Complaint reference number	100/05
2. Advertiser	Triumph International (Australia) Pty Ltd (Hot Hips Sloggi Briefs)
3. Product	Clothing
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 May 2005
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This outdoor advertisement features on railway stations and the back of buses. The image in the advertisement shows four women photographed from behind standing, arms outstretched. The women are wearing only their underwear briefs. The woman on the far left of the image has turned her head to face the camera.

## **THE COMPLAINT**

Comments which the complainant/s made regarding this advertisement included the following:

*“I think it is really bad taste and offensive to women.”*

*“I find it degrading that women are displayed in this sex object type of way and I shouldn’t have to be subjected to this gratuitous nudity every day when I get off the train and have to observe males leering at this bill poster.”*

*“I think it is really suggestive and desensitizes children.”*

*“It perpetrates the stereotype that women are free and cheap.”*

*“I find the use of female nudity very offensive in this ad and I feel that it would be more appropriately placed in a men’s magazine. I also feel that the spaces in which this ad are placed are incredibly inappropriate as they are confined and do not allow you to find a space in which not to be confronted by the ad, e.g., on the back of a bus when you are in the bus behind or on a billboard in a train station when you have no alternative but to view the ad whilst waiting for your train.”*

## **THE ADVERTISER’S RESPONSE**

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*“The concept is for a range of briefs and as such they need to be shown. We know from past experience that it is neither effective nor appealing to show product ‘off the body’ or on a mannequin. The shot used appropriately depicts the shape and style of the product. The way the women are posed highlights that is a ‘briefs’ range and is in no way demeaning or gratuitous, but fashionable and feminine. This piece of communication is for intimate apparel and as such has a valid reason for being.”*

## **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 that whilst the image may be quite confronting to some viewers, this advertisement is an advertisement for underwear and the image shown is specifically related to the product. The Board was of the opinion that image was not overly gratuitous.

The Board found that the depiction did not contravene the provisions of the Code relating to sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.