



CASE REPORT

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| 1. Complaint reference number | 106/05 |
| 2. Advertiser | Sports Truth |
| 3. Product | Leisure & Sport |
| 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 is a black and white photograph of a woman wearing lingerie and fishing attire.

The woman is photographed from behind and is shown to wear a g-string whilst fishing in the river.

THE COMPLAINT

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

“I find this billboard offensive as it is demeaning to women. The position of a partially clad woman in sexually alluring attire who is fishing indicates that the woman is not to be taken seriously as a fishing aficionado; rather she is portrayed as a sex object.”

THE ADVERTISER’S RESPONSE

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

“The woman in the ad is, with respect to the complaint, not topless.”

“The woman has not been set in a suggestive pose or in any way demeaning to women and is not wearing stockings or suspenders but fishing attire.”

“The material is in no way offensive. In view of the background to the Sports Truth and its genre we believe that the billboard is appropriate and should not offend community or advertising standards.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the opinion that in the context of prevailing community standards most people would not find this advertisement offensive.

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.