



CASE REPORT

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| 1. Complaint reference number | 106/06 |
| 2. Advertiser | Sally-Anne |
| 3. Product | Sex services |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 April 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement is featured in the Perth Yellow Pages phone directory under Escort Services and features a blonde woman, “Lovely Sally-Anne” wearing a lilac bra, and lying on her stomach propped up on her elbows, facing the camera. Text reads “For gentlemen. Private in lovely home. My recorded information tells all” and is followed by a telephone number and address.

THE COMPLAINT

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

These images are offensive to many people. They are insulting to those whose moral ethics are opposed to the degrading portrayal of women in such a manner.

This sexually suggestive material should be relegated to “adults only” publications and should not be permitted in a telephone directory.

THE ADVERTISER’S RESPONSE

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

My picture was approved and unfortunately for those who see it as pornographic material it is to remain there in that book forever....

I was very happy with how my picture turned out and the add (sic) in general...as I wanted to keep it very simple with a warm feminine feel.

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 the advertisement is one for sex services and that the complainant considered that the images should be removed from the advertisement.

The Board noted that sex and sexuality should be treated with sensitivity to the relevant audience and noted that the yellow pages is a publication available in all homes and businesses.

The Board noted that sexual services are permitted to be advertised in publications such as the yellow pages, and that the Board could only uphold the complaint if it considered that the treatment of sexuality was not sensitive.

The Board considered that the picture in the advertisement of a young woman exposing a

considerable part of her cleavage, while clearly sexual, was not overtly or gratuitously sexual. The Board considered that the depiction was not an insensitive or inappropriate manner of depicting a woman as part of an advertisement for sexual services, and that it did not contravene section 2.3 of the Code.

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