



## **CASE REPORT**

1. Complaint reference number	11/00
2. Advertiser	FHM
3. Product	Media
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 February 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The outdoor poster advertisement depicts an image of the magazine front cover, which largely consists of a photograph of the model Annalise Braakensiek. She is topless, but cupping her breasts in her hands concealing her nipples, and wearing a bikini bottom fashioned in the shape of a sea shell held in place by two strings. Superimposed over the image are the words ‘Hot Stuff! Annalise Braakensiek comes out of her shell’.

## **THE COMPLAINT**

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

*“I find the poster highly offensive, as it is nothing but pornography, and to see it in such a large poster, displayed for all to see is highly inappropriate.”*

*“I wish to register my disgust at how FHM Magazine has been allowed to display a near naked image of a woman with just a shell covering her immodesty in public areas throughout Sydney .”*

## **THE DETERMINATION**

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

The Board was of the view that the portrayal of the woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement contravene community standards in its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.