



CASE REPORT

1. Complaint reference number	112/06
2. Advertiser	SSL Australia Pty Ltd (Durex Fetherlite condoms)
3. Product	Toiletries
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 featured in the magazine PC Powerplay, contains three images. The first image shows a naked woman covered by sheer white material, eyes closed and leaning back in a chair placed in front of a fan which is blowing the material upwards from her body. The second image is of a woman standing with legs apart and back to camera, wearing black lace-up stockings and see-through briefs. A man is seated in front of her looking up. The position of the woman shows her genital area, with covering underwear, from behind. The third image is of a naked woman seeming to float through a textured background, covered with sheer white material conforming to her body. Her breasts can be seen through the material.

Text alongside reads “For sheer pleasure there’s no thinner condom. Fetherlite ultra thin gives you greater feeling and breath-taking sensitivity.

THE COMPLAINT

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

...the images in these particular ads are very skimpy and very rude...many children buy this magazine because of its video game content. They don't need to see pictures like this to learn about sex.

THE ADVERTISER'S RESPONSE

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

I am confident that many of the games reviewed (in PC Powerplay) have an M15+ rating – exposing readers to sexual and in some cases, violent images.

The still images in question, whilst undoubtedly sexual, have been deemed suitable to run in general magazines such as Cleo, Cosmopolitan and FHM.

THE DETERMINATION

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

The Board looked at the three images portrayed in the advertisement.

The Board noted that under the Code depictions of sex and nudity should be treated with sensitivity to the relevant audience. The Board noted that this advertisement appeared in a general computer magazine which could include advertisements for MA15+ computer games.

The Board considered that the advertisements were stylised artistic portrayals of women. The Board noted that there was no nudity in the advertisements. The Board considered that the advertisements were sexual, but that the sexuality depicted was done so with sensitivity to the likely audience.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.