



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 113/01  |
| 2. Advertiser                 | Kolotex Aust Pty Ltd (Wicked)                   |
| 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, 8 May 2001                             |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The outdoor advertisement, captioned ‘Wicked Pantihose by Kolotex’, portrays a woman wearing pantihose lying front down on a scrunched satin bed and against a satin-swathed backdrop. Her head is raised, back to camera, and rests on a crooked arm. One of her legs is raised at the knee and a carrier bag bearing the product logo swings from the toes.

## **THE COMPLAINT**

Complainant comments in relation to the advertisement included the following:

*‘Adult ads are only shown after 8.30 pm and we are able to use our discretion and turn it off, yet with this explicit ad we don’t have this choice. My husband and I don’t think our six young children deserve to have their innocence assaulted like this.’*

## **THE DETERMINATION**

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

The Board determined that the material within the advertisement did not contravene prevailing community standards in relation to its portrayal of sex/sexuality/nudity, and that the advertisement did not breach the Code on this or any other ground. Accordingly, the Board dismissed the complaint.