



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 116/07  |
| 2. Advertiser                 | Stealthnet (Girls Gone Wild DVD)                |
| 3. Product                    | Entertainment                                   |
| 4. Type of advertisement      | Outdoor   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 8 May 2007                             |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features a male voice over describing how they searched all over America for the college girls featured in the DVD who are taking off their clothes, playing games and sporting activities naked, and having one-on-one sexual encounters etc. Film is shown of girls baring their breasts (the breasts are obscured in the advertisement).

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*...puts women in a position to be sexualised and humiliated and uses them as the COMMODITY BEING SOLD, whereas many other offensive ads featuring women use the women as "window dressing". In all the ads I am complaining about, the women are not used as a selling tool; they are the thing being sold and this is unacceptable, regardless of the timeslot.*

*I found it very offensive as an adult woman, as I too was a girl and know people can take advantage of naive girls. I believe this ad is very dangerous in many ways. I am totally appalled it made it to our screens.*

## **THE ADVERTISER'S RESPONSE**

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

No response had been received from the advertiser at the time of determination.

## **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 advertiser was selling a sex-related product. The Board considered that some of the complaints about the advertisement were actually about the product being sold; a number of R18+ rated DVDs featuring mainly sexual content, specifically young women engaging in various activities. The Board noted that it is not the role of the Board to prevent advertising of legal products unless the advertisement in question breaches the Code.

The Board noted that the advertisement depicts a number of young women, described as 'college girls', engaged in games and provocative poses in various types of dress. The Board noted that the advertisement primarily featured women engaging in games and competitions, but that there were two brief images of women on a bed and in one of those the women appear to be kissing. The Board noted

that although the women were in provocative poses throughout the advertisement the advertiser had edited the advertisement to ensure that there were no images of nudity, nor of genitals or uncovered breasts.

The Board was of the opinion that the scenes depicted in the advertisement and the voice over referring to, for example, 'hot college girls getting naked for you' were particularly explicit. However, the Board noted that the advertisement had been broadcast at 12.15am within its correct classification time-zone. The Board determined that the advertisement did treat sex, sexuality and nudity appropriately given the relevant audience and also the relevant program time-zone.

The Board found that the advertisement did not breach the provisions of the Code relating to the portrayal of sex, sexuality or nudity. Further finding that the advertisement did not breach the provisions of the Code on any other grounds, the Board dismissed the complaint.