



CASE REPORT

1. Complaint reference number	124/02
2. Advertiser	OPSM Pty Ltd
3. Product	Other
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 May 2002
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

One of a series, the print advertisement attracting complaint to the Board features a waist-up photograph of a spectacle-wearing woman with her arms strategically positioned in front of her bare breast. The spectacles are rimless and a superimposed caption reads: 'Barely there.' Below the photograph further text reads: 'Rimless unisex frames from OPSM. New. Lightweight and rimless from OPSM. They're like wearing nothing at all. A totally different way to look at the world and a different way for the world to look at you. Now in a wide choice of colours, styles and brands at your OPSM store.'

THE COMPLAINT

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

"Why do women have to be featured in such situations?"

THE DETERMINATION

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

Noting from the advertiser's response that the advertising campaign included representations of both men and women under the 'Barely there' theme, the Board determined that the material subject to complaint did not contravene the Code in relation to the portrayal of people.

On further consideration that the advertisement did not breach any other provision of the Code, the Board dismissed this complaint.