



CASE REPORT

1. Complaint reference number	125/99
2. Advertiser	Raine & Horne Commercial Canberra
3. Product	Real Estate
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 May 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises a photograph and text. The photograph is of a woman neck and shoulders down (taken from the rear). She is wearing a black g-string bathing suit or leotard and fish net stockings. The wording at the top left of the advertisement says, 'Improve your bottom line.' The words 'The bottom line' are also superimposed across the photograph towards the woman's upper leg. Other text in the advertisement includes, 'Reduced \$37,000 How long can it last...Superb north facing office suite with carpet and air conditioning...' The advertisement also contains other advertiser details.

THE COMPLAINT

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

'(The advertisement)...contained a completely inappropriate and unprofessional photograph of a woman in a string swimsuit with the words, 'Improve your bottom line.'...'

THE DETERMINATION

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

The Board determined that the advertisement did not constitute discrimination or vilification, nor did it breach the Code on the grounds of its portrayal of sex, sexuality or nudity. The Board determined that the advertisement would not offend prevailing community views and standards and dismissed the complaint.