



CASE REPORT

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| 1. Complaint reference number | 127/01 |
| 2. Advertiser | IOF Australia Pty Ltd (Georgia Executive Chair) |
| 3. Product | Officegoods/services |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 June 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features an angled photograph of a chair with a naked female figure in a sitting position hovering above it, her head and upper torso out of the image area. The heading on the advertisement reads ‘Our seats stand out,’ and the name and address of the advertiser is incorporated with the tagline ‘Stylish, affordable office and hospitality furniture.’

THE COMPLAINT

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

‘I found it most unnecessary to sell an office chair with the help of a naked woman...very offensive and hugely sexist.’

‘I find the depiction of the naked woman to be offensive, sexist and completely irrelevant when it comes to selling anything other than adult products.’

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 depiction of the woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.