



CASE REPORT

1. Complaint reference number	127/98
2. Advertiser	Windsor Smith
3. Product	Clothing
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 September 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The billboard advertisement shows a photograph of a man crouching on the ground looking upwards. A woman is standing over him, back to the camera, so as he appears to be looking up between her legs. Only the woman's lower body is shown clad in black underpants, and black high-heeled shoes. On either side of the man and woman enlarged photographs of black (Windsor Smith) shoes are superimposed.

THE COMPLAINT

Comments the complainants made about the advertisement included:

'I find (the advertisement) demeaning to women, gratuitously employing the female body in an unnecessarily sexual manner to sell shoes... The Amazon-size of the semi-naked woman, legs astride to frame a photographically- reduced crouching man, adds to the offensive message: she is a dominant sexual image, an advertising jock's fantasy made large and inflicted upon the public as we go about our business.'

'It is disappointing that women are portrayed in this way. It seems a perverted and unnecessary manner to advertise shoes.'

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 was of the opinion that the advertisement's portrayal of sex, sexuality and/or nudity did not amount to a breach of the Code, nor did the advertisement's portrayal of the people concerned constitute discrimination or vilification. The Board was of the view that the advertisement did not breach the Code and dismissed the complaint.