



CASE REPORT

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| 1. Complaint reference number | 131/00 |
| 2. Advertiser | Goldfingers |
| 3. Product | Entertainment |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 9 May 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement, on a black background, portrays a young woman wearing a gold bra top and shorts and black stiletto sandals. She lies horizontally, supported by a vertical gold pole which she clasps with one hand and which passes between her legs. The advertisement is captioned 'Goldfingers' and displays the advertiser's website, address and the words, 'Non Stop Table Top!'

THE COMPLAINT

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

'I have the choice whether or not to go into a place reserved for adults, I have the choice whether or not to read a book reserved for adults, but it appears I have no choice in viewing this advertising that is placed in such a strategic position that while driving cannot be missed and indeed could cause accidents.'

THE DETERMINATION

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

The Board was of the view that the material within the advertisement did not constitute discrimination or vilification; neither did it contravene community standards in its portrayal of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.