



**ADVERTISING  
STANDARDS  
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612  
Ph: (02) 6262 9822 | Fax: (02) 6262 9833  
[www.adstandards.com.au](http://www.adstandards.com.au)

## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 135/99  |
| 2. Advertiser                 | Carlyle Hotel                                   |
| 3. Product                    | Entertainment                                   |
| 4. Type of advertisement      | Print   |
| 5. Nature of complaint        | 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 row of women (head to waist) wearing bikini tops. The wording (top of the advertisement) includes the words, ‘Girls! Girls! Girls!...Direct from Crystal T’s – Melbourne ...Welcomes the crew of the USS Carl Vinson...’ Underneath the photograph are advertiser details (address, time, date etc)

## **THE COMPLAINT**

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

*‘(The advertisement has)...been in our local paper...I hate these sex ads anyway and very strongly resent the twisted logic that just because the sailors are in town that justifies exposure of this rubbish to our kids.’*

## **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’s treatment of the subject matter did not constitute a breach of the Code and would not offend prevailing community standards and views. The Board dismissed the complaint.