



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 136/01 |
| 2. Advertiser | Triumph International (Aust) Pty Ltd (All Women - All Woman) |
| 3. Product | Clothing |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 June 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

Overprinted with the words ‘Liquid Assets. The new liquid filled lift-up bra,’ this outdoor advertisement features the upper torso of a woman wearing a bra, with the Triumph International logo in the upper right hand corner of the poster accompanied by the text ‘All Women – All Woman.’

THE COMPLAINT

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

‘...outside Australian Catholic University ...the picture was two breasts front on and the bra. In the big picture it is not comparatively explicit, however I believe this is only due to a unhealthy social conditioning.’

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 contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity, and that the advertisement did not breach the Code on any other ground. Consequently, the complaint was dismissed by the Board.