



CASE REPORT

1. Complaint reference number	139/04
2. Advertiser	Grange Antiques
3. Product	Retail
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 June 2004
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement which depicts a naked lady from side on and from behind holding an antique picture frame. Her nipple, bottom and some pubic hair can be seen.

THE COMPLAINT

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

“This magazine is for sale and viewing by the general public and any child could pick this up and read it. I find it personally repulsive in that it is overtly sexist and why do I have to see a naked woman advertising antiques.”

“My strongest objection to the advertisement is the blatant treatment of women as objects, instead of as people.”

“I am also surprised that a general publication such as yours is allowed, or chooses to, publish a photograph of an entirely nude person, with nipples and pubic hair showing. I am sure many parents of young children would be disappointed to see this.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“The advertisements were not intended in any manner to advocate ‘the blatant treatment of women as objects, instead of people’ It was done in a manner to show the beauty of our antiques in an untouched state.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the opinion that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.