



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 14/02 |
| 2. Advertiser | Peerless Activewear |
| 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 February 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement, captioned ‘Peerless Jerseys’, portrays a reclining woman, back to camera, wearing a faux animal print top with the advertiser’s logo appended to its back. The lower portion of her buttocks is visible.

THE COMPLAINT

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

‘Such exposure is totally inappropriate in general public view.’

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 considered that, while some people might take offence at the imagery, it remained within acceptable limits of prevailing community standards.

The Board determined that the material within the advertisement did not contravene the Code in its portrayal of sex, sexuality/nudity; neither did it breach the Code on any other ground. Accordingly, the complaint was dismissed.