



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 143/01  |
| 2. Advertiser                 | FHM   |
| 3. Product                    | Media   |
| 4. Type of advertisement      | Outdoor   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 12 June 2001   |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

This outdoor advertisement incorporates an enlargement of the front cover of FHM magazine featuring a bikini-clad young woman, with the cover of an associated publication titled 'FHM 100 Sexiest Women in the World 2001' over the body of another bikini-clad female inset.

## **THE COMPLAINT**

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

*'I do not want my son and three daughters to see this. It is giving the next generation a wrong view of women.'*

## **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 pertaining to the portrayal of sex/sexuality/nudity and of discrimination/vilification. Finding that the advertisement did not breach any of the Code's provisions, the Board dismissed the complaint.