



CASE REPORT

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| 1. Complaint reference number | 154/09 |
| 2. Advertiser | Trader Dealer |
| 3. Product | Professional Services |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 22 April 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This printed advertisement has the image of an inflatable blow up female doll wearing a headphone/microphone headset. The eyes on the doll are closed and the mouth is agape.

The wording on the top of the image is “Online or Phone Trading? Talk to real peopleSeriously!”

The bottom wording provides details of the website “www.traderdealer.com.au”

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I don't think it's appropriate to use an image of a blow up sex doll in a very public place even if it's not part of an advertisement for sexual services. The billboard is very large, and the image can be seen clearly from passing cars. I don't think the image and the implications created by its use are suitable for children. The image is offensive because it's out of place. I wouldn't object to the image if I had chosen to visit a sex shop, but as it is, I can't avoid seeing it when I drive by. I don't think it is acceptable to use images of women in a ludicrous, sexually suggestive and potentially demeaning position without good reason - even if the image is not a live person but a mannequin. It is unacceptable to use an rather gross, sexually suggestive image in a large public advertisement in such a needless way. There are plenty of ways to make the same point without using gross images that risk reinforcing the attitudes of people who feel that women may be viewed and treated as sexual objects rather than as individuals. The billboard shows something of this same attitude, and I find it quite disturbing that it was ever approved. I have spoken to Tom Boland, Special Projects Manager of Trader Dealers about the billboard. He described the reasons for choosing the imagery, but did not say anything that answers my objections.

THE ADVERTISER'S RESPONSE

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

The material is currently booked to run until 31 May 2009, material will then be removed.

We do not believe the Billboard violates the code.

THE DETERMINATION

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

The Board noted the complainant's concern that the advertisement's use of an image of an inflatable doll was sexually suggestive and inappropriate for public display. The Board considered the application of Section 2.3 of the Code, relating to sex, sexuality and nudity.

The Board noted that the inflatable doll was used in the context of the tagline: "Talk to real people ... Seriously!" and was intended to illustrate that real people takes calls for this company. The Board considered that the image of the inflatable doll was not used in a sexual context. The Board considered most members of the community would recognise the doll was used in this context and would not find the image offensive or sexually suggestive. The Board therefore found no breach of Section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.