



CASE REPORT

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| 1. Complaint reference number | 158/99 |
| 2. Advertiser | Windsor Smith Pty Ltd |
| 3. Product | Clothing |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 11 May 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The billboard advertisement comprises photographs and text. On the left hand side is a man seated on the ground wearing black trousers, shoes, sunglasses and leather jacket. The jacket is open revealing bare chest and stomach. Immediately above him stands a woman with an item of jewellery in her navel, hands on hips, wearing a black bra, knickers, hosiery, sandals and a sheer floral skirt with a fringed hem. On the right hand side, three black shoes (for men) in different styles are depicted. The style name appears alongside each shoe ('Draft', 'Dolby' and 'Dirk.') Along the top of the billboard are the words, 'Windsor Smith.'

THE COMPLAINT

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

'...(It is) my hope that the new image is removed and the company censored for portraying women as gratuitously "sexy" objects, fit for nothing but objectification and harassment...The reason for my complaint is two fold. Firstly, in their own right, the images are offensive. And secondly, I work with adolescents, many of whom have experienced sexual assault, harassment or rape, images like these do nothing other than to create an environment where abuse towards women is rampant.'

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's portrayal of the people concerned did not constitute discrimination or vilification and did not breach the Code on this ground. The Board determined that the advertisement's portrayal of sex, sexuality and nudity did not breach the Code. In addition, the Board was satisfied that the advertisement did not depict material contrary to prevailing community standards on health and safety, would not offend prevailing community views and standards and did not breach any other sections of the Code. The Board dismissed the complaint.