

CASE REPORT

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| 1. Complaint reference number | 159/01 |
| 2. Advertiser | Warner Village Theme Parks (Movie World - Nikki Webster) |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 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, 14 August 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a Warner Brothers logo before dissolving through to scenes of Nikki Webster leading a group of singers and dancers, inter-cut with views of Movie World.

THE COMPLAINT

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

“The add (sic) promoted Movie World and featured a preteen girl performing a dance similar to what you would see in an ‘adult only’ environment...Both my wife and I were shocked and appalled at the content of this add. We found it to be sexually suggestive ... We can’t tolerate this.”

THE DETERMINATION

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

Commenting that the majority of Australians would be likely to regard the content of the advertisement featuring Sydney Olympics performer Nikki Webster as totally acceptable in its contemporary context, the Board found that the advertisement did not contravene the Code in relation to the portrayal of sex/sexuality/nudity, discrimination/vilification or health & safety. The Board further found that the material did not contravene the Code on any other grounds and, accordingly, the complaint was dismissed.