



CASE REPORT

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| 1. Complaint reference number | 159/02 |
| 2. Advertiser | Maverick |
| 3. Product | Vehicles |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 July 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The material referred to the Board, extracted from the publication Australian Motorcycle Trader, comprises photographs of motorcycles accompanied by scantily clad female models in various poses. The advertising includes caption details of each motorcycle, together with its sale price, and contact details for Maverick Motorcycles of Homebush, NSW.

THE COMPLAINT

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

“I am concerned about this advertisement because I believe that it is offensive and demeaning to women ... the advertisement in question explicitly uses women as sex objects in order to sell a product about which a semi-naked female is incongruous to say the least.”

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 the material was aimed at a target audience, and as such was unlikely to have the capacity to offend the majority of people.

It determined that, under prevailing community standards, the material did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity.

It also determined that the advertisement did not breach the Code in relation to the portrayal of people, or on any other grounds.

Accordingly, the complaint was dismissed.