



## **CASE REPORT**

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| 1. Complaint reference number | 165/01   |
| 2. Advertiser                 | Rivers (Australia) Pty Ltd (Page4, Mens Directory, No.3/2001)                      |
| 3. Product                    | Retail   |
| 4. Type of advertisement      | Print  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3<br>Health and safety – section 2.6 |
| 6. Date of determination      | Tuesday, 10 July 2001  |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement features a photograph of two men with bare torsos standing in front of a rack of clothing and a woman apparently naked from the waist down seated (back to camera) talking to them. Beneath the picture, a caption reads ‘When we first started to do our catalogues we used to get all sorts of outraged correspondence from people complaining about our spelling, our amateurish layouts and photos, and all sorts of rubbish that attracts the anally retentive... So we thought we would drop in this shot of the Rivers Super Models working out which products they have to wear in the next photo shoot (being as highly organized as we are). Now all our catalogue readers with time on their hands have another excuse to write in again and tell us how terrible we are.’

## **THE COMPLAINT**

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

*‘How dare they infer that our total disgust to this picture will be laughed at and that we have too much time on our hands... I believe that ads like this are extremely damaging to our society and to healthy male/female relationships.’*

*‘Taken from a brochure which was left at our home inside our newspaper for which we pay, I object totally to having this garbage enter my home in such an underhanded way.’*

*‘Having a woman with an exposed bum is not a ploy that should be accepted (and I wouldn’t have thought it was a ploy a reputable company like Rivers would employ, much less flaunt.’*

## **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 breach the Code’s provisions in relation to the portrayal of sex/sexuality/nudity or health & safety. Finding that the material did not contravene the Code on any other grounds, the Board dismissed the complaint.