



CASE REPORT

1. Complaint reference number	168/99
2. Advertiser	ACP Publishing Pty Ltd (Ralph magazine)
3. Product	Media
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 June 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The poster advertisement is a blown up pictorial of the front cover of the June, 1999 edition of Ralph magazine, featuring a photograph of the model Rebecca Romijn-Stamos wearing a black bikini. She is shown placing her thumbs under either side of the bikini bottom and gives the impression of having pulled it down to some extent. Superimposed are the words ‘The world’s sexiest woman’.

THE COMPLAINT

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

“It is gratuitously sexual ... it is demeaning to women ... it borders on being pornographic.”

THE DETERMINATION

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

The Board determined that the depiction of the woman contained within the advertisement did not constitute discrimination or vilification and would not offend prevailing community views and standards in its portrayal of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.