



CASE REPORT

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| 1. Complaint reference number | 170/07 |
| 2. Advertiser | Mammoth Storage |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 June 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features the bikini-clad breasts of a woman and the text "Can't fit it all in? Come and see us" and gives details of the storage facilities available.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I find this offensive.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

I am unsure as to what exactly she finds offensive. It isn't stated clearly in the letter.

As we live up here on the Sunshine Coast, (and that I can assume that the bikini top is the offensive item) it is an everyday occurrence to see women in bikini tops. They are at the beach, walking down the street, out shopping and having lunch in cafes. It is part of the relaxed lifestyle of the Sunshine Coast. If you wanted to avoid seeing this you would have to stay at home, close your blinds, never read a magazine or newspaper and turn off the television.

I could possibly understand her complaint (if my assumption is right) that if the advertisement contained a sultry looking women in lingerie, with nipples showing etc, but as you can see, there are no nipples showing and her breasts are fairly well covered.

Myself (Susan Constantinides) and Clare Gorfine, who is the Personal Assistant to the company owner, decide on all the advertisements the company uses in print and media.

We are currently using this advertisement 3 times a month in "the Weekender" magazine which is published weekly. It is a free home delivered magazine delivered to upto 50 000 homes.

THE DETERMINATION

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

The Board noted the depiction in this advertisement of part of a woman - namely her chest and breast area. The Board noted that the woman's nipples were covered and that she was wearing a bikini top that was consistent with current fashion and not overtly sexual or inappropriate. The Board noted the

text of the advertisement which suggested that the woman's bust was too large to fit into her bikini top. The Board determined that the advertisement's depiction of breasts in a bikini was relatively mild and was appropriately sensitive to the likely audience. On this basis the Board determined that the advertisement did not breach clause 2.3 of the Code.

However the Board noted with some concern the depiction of the woman's chest only - ie: only part of the woman's body was presented, with no face. The Board found that this element of the advertisement depicted the woman as disembodied and decontextualised and that this was more significant objectification of women than advertisements which depicted the whole of a women's body even if she was wearing only lingerie. The Board determined that the advertisement did not breach the Code but that images such as this are more likely than others to amount to a breach of clause 2.1 of the Code and should be considered as being at the borderline of breaching the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.