



CASE REPORT

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| 1. Complaint reference number | 175/04 |
| 2. Advertiser | Sydney Cosmetic Clinic |
| 3. Product | Professional Services |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 13 July 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement which features a picture of a woman in her bikini and the tagline is: 'Knock 'em out with your intellect. But get their attention first!'

THE COMPLAINT

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

"This is blatant use of sex and sexism – and from an agency purporting to be a medical clinic. I don't have a problem with the service they're offering, but I do object to the way they are advertising their services."

THE ADVERTISER'S RESPONSE

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

"The 'headline' text: 'Knock 'em out with your intellect, but get their attention first!' is a light-hearted, tongue-in-cheek statement. It is acknowledging the woman's intellect as the main instrument of her attractiveness, not her body."

THE DETERMINATION

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

The Board considered that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.