



CASE REPORT

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| 1. Complaint reference number | 176/99 |
| 2. Advertiser | Miss Stella Lingerie & Adult Products |
| 3. Product | Other |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 June 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The billboard advertisement includes a photograph of a woman wearing a black and red embroidered one-piece bra/suspender with matching underpants, black stockings and black lace arm coverings. The words ‘Hurry home’ appear in large letters, under which are the words ‘Miss Stella Lingerie & Adult Products’ followed by a telephone number and street address. The advertisement also contains an illustration of a woman in a black bustier and stockings, reclining with back arched and one leg extended vertically.

THE COMPLAINT

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

“The ad is very large and immoral considering all the little children that must catch a train to and from school everyday.”

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 within the advertisement did 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.