



## **CASE REPORT**

1. Complaint reference number	177/98
2. Advertiser	Cross Promotions Pty Ltd (Bad Girls Gentlemen's Club)
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 27 October 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement is set to music and features a female voiceover and visuals. The (voiceover) includes the following words, ‘Come on guys, be entertained by the most beautiful ladies with continuous shows and personal dancing...’. The visuals show a number of scenes including a group shot of dancing women taken from the rear. The women are wearing pants cut away around the buttocks. Included in the visuals are also shots of a woman (silhouette style and with breasts obscured by pixel images) turning sideways, and then leaning back and sitting legs astride on a heart shaped structure with the words, ‘Bad Girls’ written on the front of the structure. The advertisement also shows a topless woman dancing behind a piece of white fabric and a shot of a topless woman (partially lit and partially obscured by a thin piece of fabric) Here, the outline of the woman’s breasts is recognisable.

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*‘I wish to protest about the screening of an ‘adult’ advertisement...during the movie time slot of 8.30 –10.45...It was not appropriate given the fact that Friday night is the beginning of the weekend and many families like ours, sit down together to watch.’*

*‘This ad should not be shown before midnight if at all.’*

*‘I found the striptease advert x-rated and I feel sad that something as graphic as this is shown on TV.’*

## **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 portrayal of sex, sexuality and nudity in this advertisement did not breach the Code and dismissed the complaint. In reaching its determination, the Board noted that the advertisement had received an ‘MA’ classification.