



CASE REPORT

1. Complaint reference number	186/99
2. Advertiser	Kmart Australia Ltd
3. Product	Retail
4. Type of advertisement	Print
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 print advertisement includes a number of photographs of women wearing various items of underwear, superimposed upon which are details relating to the products and their prices. One is a young woman wearing a long sleeved velvet top with a leaf motif and matching underpants.

THE COMPLAINT

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

“It shows an extremely young appearing girl modelling underwear ... I feel this is not acceptable.”

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