



## **CASE REPORT**

1. Complaint reference number	190/00
2. Advertiser	Sleevemasters Tattoo Studio
3. Product	Professional Services
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 11 July 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement, captioned ‘Body Piercing’, comprises a drawing and text. The drawing portrays the side view of a naked woman kneeling, legs apart, a hand cupping a breast and head thrown back. Her elbow and ankles are cuffed and chained. She is impaled on a long arrow, the pennon of which has caused a gaping wound at her lower back and protrudes through her upper chest. Blood spurts from the wounds and lies in a pool about her legs. The text describes procedures, prices, business hours and location.

## **THE COMPLAINT**

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

*‘The portrayal (albeit through a ‘cartoon/drawn’ image) of violence against this woman is disgusting, and I feel certain a similar image portraying a man would not have been submitted by this company.’*

## **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 portrayal of the woman within the advertisement did not constitute discrimination or vilification; neither did the advertisement breach the Code on these or any other grounds. The Board, accordingly, dismissed the complaint.