



## **CASE REPORT**

1. Complaint reference number	20/05
2. Advertiser	Polaroid Australia Pty Ltd
3. Product	Clothing
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 February 2005
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement is a print advertisement which features a photograph of a pair of sunglasses. The words “Brazilian or Tasmanian?” appear on the lenses of the sunglasses and the tag line is “Polarize the world.”

## **THE COMPLAINT**

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

*“I find this offensive as it is an obvious reference to women’s pubic hairstyles and completely unrelated to sunglasses.”*

*“At first I was confused by this ad, but when I realized it was referring to the shape of a woman’s pubic hair I was incensed! I do not believe that a woman’s bikini line should be used to sell sunglasses, the two are totally unrelated and I take great offence that they should stoop so low to sell their product.”*

## **THE ADVERTISER’S RESPONSE**

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

*“Polaroid Eyewear believes that the language and image used are neither vulgar nor offensive, with the words being commonly used within the beauty industry as terms for hair removal.”*

*“Our goal with the campaign is to present two opposing polarizing issues that evokes a decision from the reader to decide where he or she stands on the matter.”*

## **THE DETERMINATION**

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

The Board was of the view 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 the portrayal of sex, sexuality & nudity. Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.