



CASE REPORT

1. Complaint reference number	202/06
2. Advertiser	Dodo Internet (Charlie's Angels)
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 June 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

These television advertisements feature three girls imitating the “Charlie’s Angels” characters receiving a call from their “boss” Dodo, advising their latest mission. The girls are dressed pursuant to the fictional characters’ styles and as they announce the special deals, adopt martial arts poses.

THE COMPLAINT

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

The women are wearing next to nothing. Sometimes they are shown in low-cut tops, sometimes in bikinis.

...three girls dressed like prostitutes.

THE ADVERTISER’S RESPONSE

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

The advertisements do not feature or imply nudity and are not overtly sexual in nature. While some parts of the advertisements do feature females wearing bikinis or low-cut tops (our client) disagrees that these persons are portrayed as prostitutes.

THE DETERMINATION

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

The Board noted that this advertisement is a parody of the movie ‘Charlie’s Angels’. As part of the parody the actors are depicted in costumes that are typical of those worn by the characters in the movie.

The Board did not agree that the women were dressed like prostitutes nor that the images were insensitive or inappropriate to the relevant timezone.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.