



## **CASE REPORT**

1. Complaint reference number	213/02
2. Advertiser	Holeproof (Love Kylie X)
3. Product	Clothing
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 10 September 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement depicts entertainer Kylie Minogue leaning against what appears to be a red love heart. She is dressed in black lingerie and the caption states: ‘This poster comes too. SMS for your chance to own it—Love Kylie X lingerie--Holeproof.’

## **THE COMPLAINT**

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

*“...I was extremely shocked by this poster...”*

*“ I don’t think it is acceptable to advertise women’s lingerie... Kylie’s advertisement is sexual (strippers wear black underwear)...”*

*“...the poster appears to me to be soft porn and not suitable to be displayed where children and adolescents would view it...it is not good for children to have sex displayed like wallpaper...”*

## **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 noted the advertiser’s advice that its intent was to generate awareness for Kylie Minogue lingerie range by showing consumers an example “in a tasteful and inoffensive manner.”

The Board determined that the material did not breach the Code on the grounds of the portrayal of sex/sexuality/nudity or discrimination/vilification.

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