



CASE REPORT

1. Complaint reference number	215/07
2. Advertiser	Dodo Internet Pty Ltd
3. Product	Telecommunications
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Tuesday, 10 July 2007
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a selection of overseas citizens relating their own country's Broadband deals - these include an American, a Brit and an Australian girl wearing an Aussie flag bikini.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

I find these ads very offensive. I do not want to see girls my age being objectified on television. Dodo always uses young females' bodies to sell thier products. I strongly believe that Dodo ads are sexist and are exploiting young women. They are advertising internet or phone, so why do they have to display women who are barely dressed with fake breasts?

THE ADVERTISER'S RESPONSE

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

Dodo responds to the complaint as follows:

- Dodo does not believe that the female model used in the advertisement is degraded in any way. She represents a young, beautiful Australian reminiscent of Lara Bingle in the 'Where the Bloody Hell Are You' Tourism Australia advertisements. It makes artistic sense replicating this image of an Australian woman in the context of comparisons with the cowboy from America and the soccer fan from England.*
- Dodo denies that it uses female bodies to sell its products. Rather it chooses to employ young attractive female models to advertise its products. The employment of attractive female models to advertise products hardly represents a new concept in the advertising industry.*
- Dodo denies that its advertisements in general are sexist and exploit young women. As implied above it is a common practice in the advertising industry to employ attractive young female models to sell products. Many advertisements in magazines designed for the female market depict attractive female models, often scantily dressed, advertising a vast array of products to women of all ages.*
- Dodo denies that its advertisements display women barely dressed with fake breasts. The women in Dodo's advertisements are clothed, although in some circumstances scantily. It could be regarded as defamatory for the complainant to allege that the women in Dodo's advertisements have fake breasts and Dodo is not prepared to dignify that allegation with a formal response.*

The advertisement in question does not feature or imply nudity and is not overtly sexual in nature. While some parts of the advertisement feature a female wearing a bikini Dodo does not believe that the advertisement would offend prevailing community standards of taste and decency. As stated above it is very common in the advertising industry to employ attractive female models, scantily dressed to promote and advertise products.

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 the complainant's concern about the use of young women in advertising and the objectification of women.

The Board noted that advertisers are free to advertise their products in any way they choose provided that they comply with the Code. In this case the Board noted that the advertiser had chosen to use a number of men and one young woman in the advertisement. The Board determined that the use of a woman, albeit dressed in a bikini, was not of itself objectification of women that amounts to a breach of section 2.1 of the Code.

The Board considered that the woman, dressed in a bikini, was not inappropriately dressed and was not exhibiting any behaviour that was overtly sexual or demeaning to her and that the advertisement did not breach section 2.3 of the Code.

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