



CASE REPORT

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| 1. Complaint reference number | 217/02 |
| 2. Advertiser | Maxine's Restaurant |
| 3. Product | Entertainment |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 September 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The image in this outdoor advertisement depicts a woman who is fully clothed in a leotard. She is smiling with her hands placed on her chest. The caption invites consumers to Maxine's Restaurant.

THE COMPLAINT

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

"...She looks like she is inviting patrons to a bordello, not a restaurant...Of course I find this advertisement objectionable because it is in view of children"

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

Noting that the woman portrayed in the advertisement was the proprietor of the restaurant, the Board found no evidence of the Code being breached in the portrayal of sex/sexuality/nudity or on any other grounds.

Accordingly the complaint was dismissed.