



CASE REPORT

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| 1. Complaint reference number | 22/99 |
| 2. Advertiser | White Pointer |
| 3. Product | Retail |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 February 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement comprises a colour photographs and text. The predominant photograph is of a young woman. She is topless and her arms are folded across her breasts. She is wearing shorts. The other smaller photographs are of merchandise including watches, wallets and sunglasses. The text provides information on the products available and prices. The text is partially superimposed on the other photographs.

THE COMPLAINT

Comments the complainant made regarding this advertisement included the following:

'I understand that some people see this type of sexual based advertising as effective, but I do not agree that a daily newspaper is the right place for it to appear and would like them to cease.'

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 determined that the advertisement's portrayal of sex, sexuality and nudity did not constitute a breach of the Code and would not offend prevailing community views and standards. The Board was satisfied that the advertisement did not breach any other section of the Code and dismissed the complaint.