



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 220/01  |
| 2. Advertiser                 | Panasonic Aust Pty Ltd (digital still camera)   |
| 3. Product                    | Other   |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 11 September 2001                      |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This television advertisement features a party scene in which three high-spirited women simultaneously lift their blouses, revealing their bras to the camera. The caption “Panasonic digital still cameras” is superimposed at the end of the advertisement.

## **THE COMPLAINT**

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

*“The three women, all standing in a row, laughing, lift their shirts and flash their chests at the camera—they are all wearing bras of various sorts and are from small to large-breasted. My complaint is that this seems to be an extremely gratuitous use of semi-nudity, and it is of a somewhat sexual nature.”*

## **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 content of this advertisement did not contravene the Code in relation to the portrayal of sex/sexuality/nudity. It further found that the material did not breach the Code on any other grounds and, accordingly, dismissed the complaint.