



CASE REPORT

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| 1. Complaint reference number | 230/00 |
| 2. Advertiser | Bayswater Car Rental Pty Ltd |
| 3. Product | Travel |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 August 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘Seca \$15 ... no birds’, comprises a photograph and text. The photograph depicts a woman’s naked bottom with a vehicle in miniature superimposed upon one of her buttocks. The advertiser’s logo appears immediately below. The text gives details of both hire charges and the advertiser’s branch offices.

THE COMPLAINT

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

‘My objection is to the use of nudity in a manner that is both sexist and completely irrelevant to the service being advertised, compounded by the prominent position in which (this advertisement is) placed in the newspaper’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the material within the advertisement did not contravene prevailing community standards in its depiction of sex/sexuality/

nudity; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.