



CASE REPORT

1. Complaint reference number	231/99
2. Advertiser	Raunchy Products
3. Product	Entertainment
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, 13 July 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement consists of a photograph of an apparently naked woman, holding one hand over her breasts and the other over her pubic region. The woman's breasts are partially obscured by the words 'Looking For Work' and her pubic region by a star shaped balloon containing the words 'Winter Specials 10% off all Private Functions'. The advertisement also includes text detailing the types of functions catered for and offering employment opportunities.

THE COMPLAINT

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

"I don't think we can entirely stop this kind of advertising, but to protect our families and youth it should not be in ... a family paper."

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 determined that the depiction of the woman within the advertisement did not offend prevailing community views and standards on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.