



## **CASE REPORT**

1. Complaint reference number	233/99
2. Advertiser	Starkers
3. Product	Entertainment
4. Type of advertisement	Print
5. Nature of complaint	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 comprises a photograph of a reclining woman, apparently naked save for a pair of stockings and with one hand obscuring her breasts. Superimposed over the photograph are the words ‘Starkers. The name says it all. Now open.’ together with address and opening hours details.

## **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.