



CASE REPORT

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| 1. Complaint reference number | 238/99 |
| 2. Advertiser | Iden Nominees Pty Ltd |
| 3. Product | Real Estate |
| 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, 10 August 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement is headed ‘For sale! The best shaped blocks ... in Belmont’ under which is a photograph of a reclining woman wearing a black one-piece swimsuit. This is followed by text providing details of vacant land available for sale in a new property sub-division.

THE COMPLAINT

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

“Totally unnecessary ... how is this directed at women as consumers?”

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 portrayal of the woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.