



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 239/02  |
| 2. Advertiser                 | Yamaha Music Australia                          |
| 3. Product                    | Housegoods/services                             |
| 4. Type of advertisement      | Outdoor   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 8 October 2002                         |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The outdoor advertisement depicts a woman wearing a bikini-like costume and sitting on what appears to be some speakers. The words appear: 'The world's finest' and on the lower part of the advertisement appear the words: 'FULL COLOR! 2000 CATALOG.'

## **THE COMPLAINT**

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

*"... the large sign uses a near naked woman as a way of promoting sales of music equipment ... (the sign) is degrading to women, affronting to children and basically lowers the look of the area. It is sexual discrimination and very offensive ... "*

## **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 television advertisement did not breach the Code in relation to the portrayal of sex, sexuality and/or nudity.

It further determined that the material did not contravene the Code under any other provisions.

Accordingly, the complaint was dismissed.