



CASE REPORT

1. Complaint reference number	239/08
2. Advertiser	Big Colour Visual
3. Product	Other
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Wednesday, 9 July 2008
7. DETERMINATION	Upheld – discontinued or modified

DESCRIPTION OF THE ADVERTISEMENT

The billboard advertisement features a close up image of a naked woman lying on her side. The woman is looking at the camera. She is wearing a glittering red earrings and a necklace. She is holding a martini glass filled with red liquid. Her groin is obscured by the angle of her legs. Her nipples are pressed against the red satin surface she is lying on. She has red stars and glitter pasted to her breasts.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The use of a naked woman to advertise printing materials and its general stupidity.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

We did not in any way find this graphic offensive, more humorous than anything. However we do want to do the right thing by everyone. We feel in our defence that there is far more explicit graphics and advertising out there than this.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainants concerns and reviewed the outdoor advertisement under section 2.3 of the Code which deals with sex, sexuality and nudity.

The Board viewed the advertisement and found that the imagery was consistent with advertising for a brothel or gentleman's club. They could not determine a clear link between the image and the product being advertised.

The Board further noted that one of the woman's nipples was visible.

The Board also considered that the pose and expression of the woman was highly sexualised.

The Board considered this was an inappropriate image particularly given that the advertising medium is a mobile billboard which is accessed by a much wider audience than the intended audience.

Finding that the advertisement breached Section 2.3 the Code the Board upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

Comments which the advertiser made in response to the determination regarding this advertisement included the following:

We have discontinued the advertisement. We will not be using this advertisement again.