



CASE REPORT

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| 1. Complaint reference number | 244/02 |
| 2. Advertiser | ACP Publishing Pty Ltd (Ralph) |
| 3. Product | Media |
| 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 print advertisement of the October 02 cover of ‘Ralph’ magazine depicts a photograph of a female model wearing pale brown and white lingerie. She appears to be leaning forward on her hands. The text that accompanies the photograph describes various articles appearing within the magazine.

THE COMPLAINT

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

“I want to complain about a highly offensive advertisement ... (It) features a woman in a beige bra and undies on all fours ... I don’t think children should see this sort of stuff ... Keep the pornography off the streets! ... “

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 considered the advertisement in the context of prevailing community standards and determined that it did not constitute a breach of the Code in relation to sex, sexuality and/or nudity.

Finding also that the advertising material did not contravene the Code on any other grounds, the Board dismissed the appeal.