



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 244/99 |
| 2. Advertiser | Avanti Bicycle Co Ltd |
| 3. Product | Leisure & Sport |
| 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 ‘It takes guts and top equipment to win’ and includes a box containing illustrations and text detailing a number of different models of bicycles. Both the heading and the text box are superimposed over a photograph of the torso of a reclining woman wearing a sports bra, upon whose stomach a miniature bicyclist appears to be riding.

THE COMPLAINT

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

“I take exception because I feel that women’s bodies are being exploited ... Apart from the use of the body as an attention grabber, I can see no valid reason to justify this example of body exposure.”

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.