



## **CASE REPORT**

1. Complaint reference number	246/04
2. Advertiser	Sachi Australia Pty Ltd (Shoes)
3. Product	Clothing
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 September 2004
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement features the side view of a naked female lying in a folded position with her legs in the air wearing only a pair of Sachi heels. The outline of her body can be seen but not her genitals.

## **THE COMPLAINT**

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

*“It would be appreciated if urgent attention were given to this complaint. The advertisement is: a distraction to bus/car drivers along Pacific Highway; influences young children in inappropriate ways; pornography in a public context where passengers boarding trains and buses of all age groups do not have a choice whether to view it or not.”*

*“Why is Sachi stooping to cheap sexist advertising which is offensive and demeaning to women?”*

*“This ad falls just short of pornography.”*

*“I believe that these ads are not suitable for public areas and school aged children should not be subjected to these images of women while trying to make their way to school etc. The ads are a blatant use of sexuality and attack family morals.”*

## **THE ADVERTISER’S RESPONSE**

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

*“Sachi and their advertising agency, 303, are careful to ensure that the executional style of the photography is strictly in the ‘art’ category to reflect the design quality of the Sachi product.”*

*“To this end, we have recently conducted research... the early, top-of-line results indicate no adverse reaction and certainly provided us with no indication that the images are viewed as ‘pornography’ or ‘would influence young children in inappropriate ways’.”*

## **THE DETERMINATION**

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

The Board formed the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.