



CASE REPORT

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| 1. Complaint reference number | 256/99 |
| 2. Advertiser | Hagemeyer Lifestyle Brands (Filofax) |
| 3. Product | Office goods/services |
| 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 | Saturday, 28 August 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement consists of a photograph of a young woman, depicted as a winged angel, surrounded by apparently flying Filofaxes. The woman is wearing a short white dress, with the bottom of her underpants visible below the hemline. At the foot of the advertisement is the word ‘Cosmic’, followed by text describing the Filofax ‘Cosmic’ range of personal organisers.

THE COMPLAINT

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

“I find this offensive and degrading ... it is clearly done in this way for the sole purpose of titillation.”

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.