



CASE REPORT

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| 1. Complaint reference number | 260/01 |
| 2. Advertiser | FHM (November 2001 Issues, Jennifer Lopez) |
| 3. Product | Media |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 9 October 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement is based on a representation of the current FHM magazine cover featuring a photograph of actor/singer Jennifer Lopez wearing a see-through fishnet top, with her breasts partly covered by her hair.

THE COMPLAINT

Comments which the complainants made regarding this advertisement included the following:

“...Jennifer Lopez in a completely seethrough fishnet singlet with her nipples pertruding (sic) ... I don't think a lot of women appreciate being confronted with these images while arriving off the ferry for work everyday ... They are offensive to many people, not everyone wants to see this everyday.”

“These images portray women as nothing more than sexual objects...It is time that we moved away from these types of degrading images which are used in society at large.”

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 determined that the content of this advertisement did not contravene the Code in relation to the portrayal of sex, sexuality and/or nudity, and did not constitute discrimination or vilification, or breach the Code in relation to health and safety.

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