



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 260/99 |
| 2. Advertiser | The Co-op Bookshop |
| 3. Product | Retail |
| 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 consists of a photograph of a naked breast, with a hand concealing the nipple in the manner of a woman giving herself a breast examination. Superimposed upon this are the words ‘Medical and Nursing Books – keep abreast’, together with the advertiser’s contact details.

THE COMPLAINT

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

“... extremely silly and gratuitous use of a human breast.”

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 depiction of a woman’s breast 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.