



CASE REPORT

1. Complaint reference number	264/00
2. Advertiser	Kolotex Aust Pty Ltd (Voodoo)
3. Product	Clothing
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 5 September 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement, captioned ‘Voodoo designer hosiery’, depicts four naked men, bodies bent forward and heads bowed (genitals and faces obscured). The men are positioned so that their backs form ‘rising stairs’. A woman, photographed from below the waist and wearing (Voodoo) pantyhose and evening mules, climbs the ‘stairs’ formed by the backs of the lower two men.

THE COMPLAINT

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

‘I think it would be accurate to say that if such an ad had reversed the roles so that a man was (sic) doing these things to a woman, it would have been withdrawn immediately I am very far from “anti-woman”, but I must protest that this company has been getting away with most offensive advertising, which is presenting children and adolescents with a most disturbing pattern of role models.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the material within the advertisement did not contravene prevailing community standards in its depiction of sex/sexuality/nudity; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.