



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 270/01 |
| 2. Advertiser | Sussan Corp (Aust) Pty Ltd |
| 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, 13 November 2001 |
| 7. DETERMINATION | Dismissed |

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DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features two full-page photographs. The first shows a bare-topped woman from the waste to the chin, one arm folded over her breasts under headline text reading: “topless?” The second shows a similar female form clothed, with headline text reading: “tops for less than 25.00.” Both photographs carry a stylized text reading: “sussan. this goes with that.”

THE COMPLAINT

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

“This is inappropriate use of the female form for the sale of clothing.”

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, while it might offend some people, in the context of prevailing community standards this advertisement did not contravene the Code in relation to the portrayal of sex/sexuality/nudity, and its content did not constitute discrimination and/or vilification.

The Board further determined that the advertising material did not breach the Code on any other ground and, accordingly, dismissed the complaint.