



CASE REPORT

1. Complaint reference number	276/01
2. Advertiser	Medo Pty Ltd (The Outdoor Furniture Specialist)
3. Product	Housegoods/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	Tuesday, 13 November 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement incorporates a photograph of outdoor furniture and a woman with her exposed breasts partly obscured by long hair. The text reads: “Be refreshed ... when you experience our fantastic catalogue sale.” The advertisement also includes the name of the advertiser, with an address and telephone number.

THE COMPLAINT

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

“...there is a rather large picture of a topless woman. Her left nipple is just cut out of the picture and she holds a strip of her hair over her right nipple...I am upset and offended... it amazes me that we are now living in the new millennium and women are still be treated as sex objects to sell outdoor furniture.”

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 was of the view that the material within the advertisement did not contravene the Code in relation to its portrayal of sex/sexuality/nudity and that it did not 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.

The Board noted in passing advice from the advertiser that it would not have approved the advertisement, which was composed by the newspaper, had the advertiser viewed it prior to publication.