



## **CASE REPORT**

1. Complaint reference number	281/01
2. Advertiser	Jaguar Australia (X-TYPE)
3. Product	Vehicles
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**

This printed advertisement features a cover photograph of a leopard-spotted woman poised in a cat-like pose. The advertisement carries a small caption reading: “Reborn,” together with a Jaguar logo and the tag-line: “The art of performance.”

## **THE COMPLAINT**

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

*“I consider that the cover is extremely demeaning to women and totally irrelevant to the sale of a car.”*

*“The picture is demeaning to women in general, and her pose suggestive in ways that do not enhance respect of young women by men. To caption the picture ‘Reborn,’ relating a woman to a car, in order to sell cars, is totally inappropriate.”*

## **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, in the context of prevailing community standards, the depiction of the woman in the advertisement did not contravene the Code in the portrayal of sex/sexuality/nudity, and that the combination of the picture and the caption did not constitute discrimination and/or vilification within the provisions of the Code.

Finding that the advertising material did not breach the Code on these or any other grounds, the Board dismissed the complaint accordingly.