



CASE REPORT

1. Complaint reference number	284/00
2. Advertiser	S-Cape Byron Surf Street
3. Product	Retail
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement depicts, at its top, six silhouette images, each contained in a square with rounded corners. Two of the images portray a figure on a ski board and the others a male figure on his knees clasping around the hip a female figure on all fours, a knife and fork, a beer bottle and a logo. The word 'Ripcurl' appears immediately to the right. The remaining text consists of the words 'get amongst it at ...', the name of the advertiser and its address and telephone number.

THE COMPLAINT

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

'The fact that this image shares the page with a choir of 350 local school children who will be looking for their own faces in the photo, suggests that it would be very likely that some children may notice the logo. This obscene logo is not a clever piece of artwork, but a blatant and obvious silhouette (sic) depiction of a girl with breasts and pigtails kneeling on 4 limbs, with a male kneeling behind her with his arms around her hips. This is pornography.'

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 determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.

The Board noted in passing that both the advertiser and the publisher voluntarily have undertaken not to use the logo in any future advertising, and commended them for their action.