



CASE REPORT

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| 1. Complaint reference number | 292/07 |
| 2. Advertiser | Bonds Industries Ltd (Kaleidoscope) |
| 3. Product | Clothing |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 September 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement is set in a bare empty warehouse where from the left and the right two lines of young women walk in wearing coloured undies and chesties. They walk past each other and circle round to fill the room in a dance formation to the music of Marina Gasilona. They start a choreographed dance in time with the music. They circle around, dancing and moving their arms. Even though they are synchronised they are still quite clumsy. The dance develops into a full-blown parade of youthful vibrancy and colour. Throughout the dance parade there are close ups of the underwear, getting a good look at the tropical palm tree, the 'I love Bonds' band and the gold detailing. To end the dance one of the girls comes forward and gives a modest little bow.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The ad makes adult men wholly uncomfortable. The girls are selected and presented to appeal to the primal sexual instinct of men. However due to their apparent young age it is not socially acceptable (nor legal) for such desires to be acted fostered or acted upon....The ad is overtly sexual, not trying to present innocence (butt cheeks hanging out, focus on crotch, dancing etc).

I object because I would be very surprised if those models would be more than 14 or 15 years of age. I believe this is a very strong example of corporate pedophilia, using under age girls to promote under wear in prime time TV, while it might be for that target market, I think this ad is most un appropriate. It is subtle acceptance of this activity.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

The Bonds Kaleidoscope ad was developed as a joyful representation of happy, healthy females (all of which were between 19 and 25 years of age) coming together and doing what most young women love to do - dance with their female mates. The inspiration came from one of the 1930's most popular movie themes, the Buzby Berkeleys, a kind of 'water ballet' theme on land.

The underwear our female talent feature in was chosen on the basis of its individual styling (design, prints, colours) and also the modesty it provided (most of the tops worn were singlets, an outerwear item of choice by our target market). Focus on the briefs that we are marketing was done sensitively and not gratuitous.

The dance routine is confident, celebratory and fun. Our marketing and creative team are all females, (some are mothers!) who are always careful to ensure we portray positive healthy

confident women and seek placement of our ads in appropriate timeslots.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted the complainant's concern about the images of young women. The Board noted the advertiser's response that all of the women used in the advertisement were aged between 19 and 25 years of age.

The Board accepted the advertiser's response regarding the age of the young women. The Board was of the view that the dancers used in this advertisement looked to be over 16 and were not represented in a manner that made them look younger or like young girls. The Board did not agree that the advertisement was sexual or that it sexualised children.

The Board noted that the product being advertised is underwear and that it was not inappropriate for advertisements to depict women wearing underwear. In this particular advertisement the Board considered that there was very little close up focus on the underwear or particular women and that the dance routine in a ‘big band’ stagershow style was acceptable and in fact minimised any inappropriate focus on any particular woman.

The Board considered that this advertisement was not overtly sexual and that there was no nudity. The Board determined that the advertisement did not breach Section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.