



CASE REPORT

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| 1. Complaint reference number | 296/06 |
| 2. Advertiser | B33hive Pty Ltd (Swimsuit calendar) |
| 3. Product | Mobile phones/SMS |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 August 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a female bikini model introducing herself with water and city buildings in the background “I’m Angie, your Australian swimsuit calendar girl”. As a patchwork of sexy phone wallpapers is shown she continues “Download me and the other calendar models to your phone now”.

THE COMPLAINT

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

It portrays young women in sexual poses in skimpy clothing. It is not the fact that they are in swimwear, it is the nature of the images and the sexual poses. As a female, I find this offensive and is directly targeted at men, however women watch TV at late hours and this ad was intrusive and unnecessary. I don’t enjoy being bombarded during my leisure time with images of women in sexual positions. It was highly sexist and offensive.

THE ADVERTISER’S RESPONSE

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

Although this advertisement was given a PG rating we still chose to air it during late night television. The complaint time by this viewer was at 12.52am – during Big Brother Up Late where the show is rated MA15+.

Our advertisement shows women in bikinis on the beach. On Big Brother Up Late there are more women dancing around a pole in a sexual way during a segment called “Best Bits from Big Brother Adults Only.

We believe that our advertisement is not offensive and does not contain any offensive material as they are just simply photos of females in bikinis not applying anything sexual. Women on the beach sunbathing topless during the day while children are around is far more offensive than photos of females in bikinis, especially that our advertisement has been treated to the relevant audience during late night television.

THE DETERMINATION

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

The Board considered whether the display of sexuality and nudity in the advertisement was treated with sensitivity to the relevant audience and, where appropriate, the relevant time zone as required

under section 2.3 of the Code.

The Board noted that the advertisement was shown late at night – well within the appropriate time zone. The Board noted that the woman in the advertisement is dressed in swimwear and that there was no nudity or images of her breasts or genitals. The Board considered that the woman's movements were not inappropriately or overtly sexual.

The Board also considered whether the advertisement's depiction of the woman was discriminatory to women. The Board considered that this particular depiction of the woman, in an advertisement for downloads of calendar girls, was not sexist.

The Board considered that the advertisement treated the sexual tone with sensitivity for the late night audience, and that the depiction was not offensive or distasteful. The Board decided that the advertisement did not breach the Code and it therefore dismissed the complaints.