



CASE REPORT

1. Complaint reference number	297/00
2. Advertiser	Holeproof (Rio Bras)
3. Product	Clothing
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 17 October 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts the upper torso of a (Holeproof Rio) bra-clad woman. While a female voiceover says, 'This next Olympic event is brought to you by Rio', a man is heard saying, 'Ready, get set ...'. The woman's body turns, the man says, 'Lift', and her breasts move upwards. The voiceover concludes, 'You can get away with anything in Rio' (text superimposed).

THE COMPLAINT

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

'I deplore the fact that (this ad) is being shown to a "captive" audience of Olympic viewers many of whom are of immature years and experience.'

'I find this advertisement very offensive to women in all age groups.'

'..... it portrays the idea that to be accepted, one must be physically and sexually attractive.'

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, noting the contextual humour of the advertisement, was of the view that the material within it did not contravene prevailing community standards in its depiction of sex/sexuality/nudity; neither did it 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.