



CASE REPORT

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| 1. Complaint reference number | 319/99 |
| 2. Advertiser | Raine & Horne Ltd |
| 3. Product | Real Estate |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 October 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertising signboard is headed ‘Raine & Horne’ and, in its lower section, gives details of a property for sale by auction. The centre section of the sign consists of a close up photograph of a woman’s parted lips, with the superimposed words ‘Try this for size’.

THE COMPLAINT

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

“There seems to be no other conclusion than an implication of a sexual nature, ie, that women’s mouths are for the purpose of accommodating men’s penises. This affirms stereotypes of women as subservient or as objects for men’s pleasure.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the depiction of the woman’s lips in the advertisement did not constitute discrimination or vilification, nor did the advertisement breach the Code on the grounds of its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.