



CASE REPORT

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| 1. Complaint reference number | 32/00 |
| 2. Advertiser | NoRegrets Pty Ltd |
| 3. Product | Retail |
| 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, 14 March 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor billboard advertisement consists of a photograph of a woman wearing a bra, superimposed over which are the words 'noregrets.com.au' with the woman's nipples, apparent through her bra, forming the full stops in the superimposed words.

THE COMPLAINT

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

“ Using nipples as dots in the website address is unacceptable. Yes, they are ‘veiled’ nipples but still distinctive.”

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 was of the view that the portrayal of the woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement contravene community standards in 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.