

## CASE REPORT

1. Complaint reference number	320/01
2. Advertiser	Checkmates
3. Product	Entertainment
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Wednesday, 11 December 2002
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

The print advertisement portrays a graphic of a woman wearing a ‘G-string’, whose gloved hands cover her breasts. The woman’s face is hidden under the caption, ‘Checkmates’, and her legs by text providing an address and telephone number together with a reference to ‘\$5 lunches’.

## THE COMPLAINT

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

*‘It in my opinion helps the degeneration of younger people when ads like this are in “family” spaces ..... The ad should be removed from the paper altogether or at least relegated to the personal section.’*

## 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 determined that the advertisement did not contravene the Code in relation to its portrayal of sex, sexuality and/or nudity, and did not breach any other provision of the Code.

Accordingly, the Board dismissed the complaint.