

## CASE REPORT

1. Complaint reference number	321/01
2. Advertiser	Shock Records Pty Ltd (Ralph - 'Great Set of Hits')
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 December 2001
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts shots of 'pin up girl', Imogen Bailey, including her portrayal on the cover of Ralph Magazine alongside the headline, 'Great Set of Hits'. Along with the promise of a 'Bonus CDROM' featuring videos of her 'Hot Photo Shoot', different images of Ms Bailey continue to be shown interspersed with visuals of music groups. A voiceover, to music backing, says, 'Ralph. Great Set of Hits. Twenty-one hard and fast rockin' tracks, featuring The Black Crowes, Pennywise, Motor Ace, Frenzal Rhomb, Superheist, Queens of the Stoneage, Stabbing Westward, Bodyjar, Fear Factory, The Dandy Warhols, Guttermouth, plus heaps more including a hot bonus CDROM.' As Ms Bailey 'blows a kiss' to the camera over an M15+ classification graphic, the voiceover concludes, 'Ralph. Great Set of Hits. Out Now.'

## THE COMPLAINT

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

*'While watching a CHILDREN's movie with my little sisters ..... (the advertisement) had close-ups of this girl's boobs and groin area ..... It was disgusting. They were advertising this girl like she was an escort or a hooker or something.'*

## THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

Noting that the advertisement had received a 'T' classification and that the media schedule had been in accordance with the guidelines for this rating, the Board was of the view that the complaint should be referred to the Federation of Australian Commercial Television Stations (FACTS).

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

Accordingly, the complaint was dismissed, with the referral to FACTS noted.