



CASE REPORT

1. Complaint reference number 321/99
2. Advertiser Gold Coast Motor Events Co. (1999 Honda Indy 300)
3. Product Leisure & Sport)
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

DESCRIPTION OF THE ADVERTISEMENT

The outdoor billboard advertisement consists of a photograph of a woman wearing a baseball cap and black and white chequered bikini top superimposed over a blurred photograph of a racing car. The words ‘Honda Indy 300 ... Gold Coast 14-17 Oct ’99 ... Where else but Queensland ... Race to the telephone and call ...’ are superimposed over the photographs.

THE COMPLAINT

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

“I’m angered that they have used a woman and her breasts to advertise the event ... It’s humiliating ... It reinforces the notion that a woman’s place on this planet is simply to be ogled at by men and her role is merely a life of ‘sexual ornament’ ... The objectification of women in this context is highly damaging on a cumulative level.”

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 portrayal of the woman within 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.