



CASE REPORT

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| 1. Complaint reference number | 326/08 |
| 2. Advertiser | Weight Watchers |
| 3. Product | Slimming |
| 4. Type of advertisement | Internet |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 16 September 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This internet advertisement shows a woman's torso wearing a beige bra and pink lace underwear, with her hands trying to pull a tight pair of jeans over her bottom. text reads "Feel bullied by your clothes? Get revenge! And lose weight today." There is an area to click on to find more details about Weight Watchers.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Some people need to lose weight but why do I have to be subjected to a nude female backside every time I log into Ebay.com.au ? If I wanted to look at women's backsides in a state on undress without underwear I could always buy Playboy Seems to me to be a very sexualised and unnecessary manner of advertising.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

Weight Watchers did not intend to cause any discomfort or offence to any consumers.

In relation to the comments regarding the online advertising banners, Weight Watchers never intended the advertising to be construed of in a manner that portrays women in a sexualised manner. The advertisement aimed to demonstrate that no longer fitting into your clothing is one of the frustrating side effects of weight gain. Visually representing this with the supporting script "Feel bullied by your clothes? Get revenge, and lose weight today!" demonstrates this. The woman in the advertisement, whilst in the process of getting dressed, is not any more exposed than many models represented in swimsuits or lingerie.

The position and stance of the woman in the advertisement was not intended to infer anything of a sexual nature nor was the message.

We know that not fitting into jeans/clothes due to weight gain is a relatable circumstance for many of our potential consumers, and this was the aim of the campaign.

THE DETERMINATION

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

The Board considered the application of Section 2.3 of the Code, relating to the treatment of sex,

sexuality and nudity. The Board considered that the depiction was a fairly natural image in the context of a fuller figure and the product advertised, and was not offensive. The Board therefore determined there was no breach of Section 2.3.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.