



**ADVERTISING  
STANDARDS  
BUREAU**

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## **CASE REPORT**

1. Complaint reference number	327/01
2. Advertiser	City of Melbourne
3. Product	Community Awareness
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**

One of a series, the television advertisement depicts a trendy bar, with the caption, ‘72 bars and clubs’. After a woman is seen fondling a man’s bottom, a caption, ‘And 25 hotels’, appears over the couple. A closing graphic reads, ‘City of MELBOURNE. The City. The Centre.’

## **THE COMPLAINT**

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

*‘It demeans men at a time when we have women quite rightly outraged at the continuing use of them as objects in ads that demean them.’*

## **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 material within the advertisement did not breach the Code in its portrayal of sex/ sexuality/nudity; neither did it constitute discrimination or vilification.

Finding that the advertisement did not contravene the Code on these or any other grounds, the Board dismissed the complaint.