



CASE REPORT

1. Complaint reference number	328/00
2. Advertiser	Shields
3. Product	Real Estate
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, 14 November 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement is divided into three segments. On the left is the text, ‘Elizabeth Shield says, “for a sale with a happy ending.”’ The centre segment shows a woman wearing lace underwear, photographed from the waist up. Her arms are crossed and she holds a gavel in her hand. A website and the advertiser’s logo are shown on the right.

THE COMPLAINT

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

‘I object to the inappropriate use of sexuality to sell real estate services. I also object to the implications of the advertisement; that women’s power and ability come only from their sexuality; and that their services are aimed (it would seem) almost exclusively at men.’

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 was of the view that the material within the advertisement did not contravene prevailing community standards in its portrayal of sex/sexuality/nudity; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.