



CASE REPORT

1. Complaint reference number	332/99
2. Advertiser	The Club International
3. Product	Entertainment
4. Type of advertisement	Print
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	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement contains a photograph of two woman dressed in underwear and the text ‘Saturday Night – Every Man’s Fantasy. 2 girls together on stage. Live shows all night’, followed by address details.

THE COMPLAINT

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

“It is really irresponsible to have ads like this published in the paper – what happens when one of the kids picks it up and reads it?”

“I find this very offensive and sexist – women are people who should be treated with dignity, not displayed as publicly useable and exploitable objects.”

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 women 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.