



CASE REPORT

1. Complaint reference number	338/01
2. Advertiser	The Colonnade Centre Management
3. Product	Retail
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, 11 December 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement portrays a woman wearing a bikini and sandals, reclining and looking towards the camera. The advertisement incorporates the names of various clothing designers together with stylised text: 'Studio 388. The Colonnade Subiaco'.

THE COMPLAINT

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

'It is another example of semi-naked women used to sell objects/services etc. It reinforces the idea that women are only acceptable when wearing very little clothing and portrays women (girls?) in the usual sexual manner. I also object to the advert being so publicly displayed on a major street where one doesn't have the choice of choosing what one has to look at.'

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 constitute discrimination or vilification; neither did it breach the Code in its portrayal of sex/sexuality/nudity.

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