



CASE REPORT

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| 1. Complaint reference number | 360/00 |
| 2. Advertiser | Simon de Winter (Kayser Waterballoons Spabra) |
| 3. Product | Clothing |
| 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, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement depicts, on the left side, the breasts of a woman wearing the product. Droplets of water form the background of the advertisement which contains superimposed text, 'waterballoons – spabra- The liquid padded bra by (logo style) Kayser – Available November at (logo style) Kmart'.

THE COMPLAINT

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

'I find the advertisement offensive on the grounds that it is sexist.'

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 depiction of sex, sexuality or 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.