



## **CASE REPORT**

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| 1. Complaint reference number | 370/99   |
| 2. Advertiser                 | The ke Optical Group (Superga Eyewear)   |
| 3. Product                    | Other  |
| 4. Type of advertisement      | Print  |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Portrayal of sex/sexuality/nudity – section 2.3<br>Other - Miscellaneous |
| 6. Date of determination      | Tuesday, 9 November 1999   |
| 7. DETERMINATION              | Dismissed  |

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement features a photograph of a woman dressed in black underwear and seated on a bidet in a bathroom setting. The woman is holding a razor and appears to have shaving cream on one leg. Alongside the photograph is text which reads ‘For the sports Italians love best. Love it. Or hate it. Superga eyewear’.

## **THE COMPLAINT**

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

*“Lewd – due to the location of the picture, the posture of the model, the scanty clothing and her facial expression. Racist – implying that the characteristic is peculiar to Italians. Sexist – degrading women for a particular purpose ... Gratuitous – when neither the intention of the publication nor the expectations of the recipients is obscene.”*

## **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 advertisement did not constitute discrimination or vilification, nor did the depiction of the woman 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.