



CASE REPORT

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| 1. Complaint reference number | 372/04 |
| 2. Advertiser | Summit Holden (bikini) |
| 3. Product | Vehicles |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 February 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement which features a number of Holden cars for sale. There is a photographic image of the back of a woman's bottom in a bikini getting into a Holden Astra car. The tag line is "Cheeky deals on Astra!"

THE COMPLAINT

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

"I find it sexist and degrading to women as the main focus is on a lady wearing just bikini bottoms or underpants with no top on. Her legs are also spread significantly apart as she enters the vehicle."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"We wanted to be funny, cheeky, and just a little (tastefully) rude – but we certainly did not seek to offend."

"The material you forwarded outlining Section 2 of the AANA Code of Ethics appears to support our contention that our advertisement displayed the required sensitivity to our relevant audience and chosen medium, never the less we regret that our advertising strategy has offended [the complainant]."

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex, sexuality & nudity.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.