



## **CASE REPORT**

1. Complaint reference number	378/99
2. Advertiser	Choice Connections Brisbane Pty Ltd
3. Product	Information Technology
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, 7 December 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement comprises a photograph of a young woman of Asian appearance, bending down towards a teddy bear and laptop computer on the ground. The woman is wearing thigh high stockings, underpants and a high cut singlet top revealing the undersides of her breasts. Superimposed over the photograph are the words ‘Take a look ... iBook’, as well as contact details for the advertiser.

## **THE COMPLAINT**

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

*“This gratuitously sexist ad encourages the objectification of women by exploiting paedophilic fantasies – the female model is presented as being both sexually provocative and childlike at the same time. In addition to this, the ad also perpetuates the racist stereotype that Asian women are sexually exotic and ‘easy’.”*

## **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 was of the view that the portrayal of the woman within the advertisement did not constitute discrimination or vilification, nor did the advertisement contravene community standards in its treatment of sex, sexuality or nudity. The Board therefore determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.