



CASE REPORT

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| 1. Complaint reference number | 380/00 |
| 2. Advertiser | Personalised Plates Queensland |
| 3. Product | Other |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement, captioned ‘Slim & Sexy slimline personalised plates’, depicts on the left two vehicle number plates, one marked ‘Qld Twiggy’ and the other ‘Qld Luv 12’. On the right is the advertiser’s logo and telephone number. The advertisement is overprinted on a shadowed background which reads ‘Slim & Sexy’.

THE COMPLAINT

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

‘..... what does “slim and sexy” have to do with a rectangle piece of painted metal (a number plate) apart from reinforcing the stereotypical image of women also being marketable. One of the plates depicted on the billboard bears the prefix “Twiggy” to further reinforce the image of women having to be ultra-thin, an image that can lead to physical and psychological damage in younger women.’

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 either in its portrayal of sex/sexuality/nudity or on Health & Safety; 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.