

CASE REPORT

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| 1. Complaint reference number | 380/08 |
| 2. Advertiser | Icon Clothing Pty Ltd |
| 3. Product | Clothing |
| 4. Type of advertisement | Transport |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 8 October 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This advertisement is displayed on buses and other public transport. It shows the back view of a younger woman wearing a bikini top and a pair of cut-off shorts. The lower part of her buttocks can be seen.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

This advert borders on pornography. It cheapens females particularly young women and girls. In a society where we have strict moral values among some groups particularly Moslem's it promotes hostility as their values are so blatantly violated. There is no escaping the ad if you happen to be driving behind it and hot blooded young males instantly think of one thing. Usually pornography has to be sought out but not in this case.

THE ADVERTISER'S RESPONSE

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

I'm truly surprised that there has been complaints from this campaign. I really don't think that the material is at all offensive. We did test the images with consumers and we had no negative feedback whatsoever.

THE DETERMINATION

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

The Board considered the application of Section 2.3, relating to sex, sexuality and nudity. The Board considered that the depiction of the woman wearing the shorts was relevant and appropriate to the product being advertised. The Board therefore found the image did not breach Section 2.3.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.