



CASE REPORT

1. Complaint reference number	383/99
2. Advertiser	Doubleday Australia Pty Ltd
3. Product	Retail
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 7 December 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertising brochure contains details of a number of books for sale, including images of the books' front covers. On one page of the brochure, the covers of three books are depicted which contain an 'X rated' logo. The cover of the first of these books consists of a photograph of naked man and a woman in an embrace, with the man wearing a blindfold. The second book depicts another couple in an embrace, the woman dressed in stockings and g-string. The third book depicts another couple in an embrace, the woman wearing stockings, leather skirt and leather gloves, with the man apparently naked but for a collar and chain around his neck.

THE COMPLAINT

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

"This advertisement has been placed in amongst books that are aimed at children. I wish to express my concern at the explicit nature of the accompanying pictures on these novels that have been deliberately placed on page 2 under the heading of Romance."

"Whilst I do not find such images offensive, I wish to protect my children from such images. I have no problem with the product it is advertising. I merely question the appropriate methods of advertising them in a catalogue that, by its design, attracts all age groups."

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 depictions of the couple on the book covers within the advertisement did not contravene community standards in their treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.