



CASE REPORT

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| 1. Complaint reference number | 384/99 |
| 2. Advertiser | ChaosMusic Ltd |
| 3. Product | Entertainment |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Violence Other – section 2.2
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 is headed ‘House bound?’ superimposed over a photograph of a woman, apparently taken through a spy-hole. The woman is shown from behind, is wearing a negligée and has her arms handcuffed behind her back. At the foot of the advertisement are the words ‘Shop online’ together with the advertiser’s details.

THE COMPLAINT

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

“I was offended by this advertisement which tries to eroticise violence towards women ... At the same time, it flippantly insinuates that women who find themselves in similar situations need not despair about being ‘housebound’ because they can now shop on-line...”

“By glamorising and eroticising a view of women as powerless, helpless and seemingly compliant in such situations, the advertisement may lead male and female readers to internalise and even act upon these particularly degrading notions.”

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 determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.