



CASE REPORT

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| 1. Complaint reference number | 393/05 |
| 2. Advertiser | Atkinson Gore Group (Varsity View) |
| 3. Product | Real Estate |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 14 February 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement for Varsity View Apartments features a nude woman sitting with her legs bent to cover her genital area. The woman's breasts are visible but not her nipples. There are various coloured images superimposed on her body.

THE COMPLAINT

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

I find the ad highly offensive towards women, the nude state of the model is truly disgraceful. It looks as though it belongs in a Playboy magazine...

Why do the advertisers need to use a nude female to sell their apartments?

The woman's nipples are evident.

THE ADVERTISER'S RESPONSE

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

It is submitted that there is no sex and/or nudity which could be considered indecent. It is submitted that there is no sex in the advertisement and that the imagery of the woman's body cannot be considered as nudity as there is no inclusion of nipples on the breast or the display of genitals.

It is submitted that the advertisement conveys the message of "For mind and body" in a clever and relevant way.

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 whether the advertisement treated sexuality and nudity with sensitivity to the relevant audience. The Board did not consider that the representation of the woman was overly sexual and noted that the nudity did not expose any genitals or nipples. The Board did not consider that the advertisement was inappropriate to the intended audience.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.