

CASE REPORT

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| 1. Complaint reference number | 394/99 |
| 2. Advertiser | Jones Lang LaSalle (Compton Centre) |
| 3. Product | Real Estate |
| 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, which gives details of real estate opportunities at the ‘Compton Centre’, is headed ‘Tailor made leasing packages’. Its front cover consists of photograph of a woman wearing black bra and underpants and holding a tape measure around her waist.

THE COMPLAINT

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

“At the very least, I must say I find the link between a woman in her underwear and the selling of real estate difficult to fathom.”

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 determined that the depiction of the woman within the advertisement did not breach the Code on the grounds of its treatment of sex, sexuality or nudity, nor on any other ground. The Board, accordingly, dismissed the complaint.