



CASE REPORT

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| 1. Complaint reference number | 395/05 |
| 2. Advertiser | Continental Oceania (Limar Helmets) |
| 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, 14 February 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a rear side-on view of a naked woman kneeling. She has a palette of paints in one hand and is copying onto artist's paper an image of a bicycle helmet on display just above her head. Text above the image reads "designed just for you".

THE COMPLAINT

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

...it is offensive because it is sexual in nature and for no reason other than to depict a naked woman.

THE ADVERTISER'S RESPONSE

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

This ad has been running in Ride Cycles Mag throughout the year and thus far I have received two complaints. Ride Cycling Mag has a distribution of some 25,000 per issue.

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's depiction of a naked woman was treated with sensitivity to the relevant audience. The Board noted that the advertisement depicts the woman from behind, sitting down, and that no genitals or nipples are shown. The Board considered that the woman was portrayed in a classic artistic pose not an overtly sexual pose. The Board did not consider that the advertisement was inappropriate to the relevant audience of cycling enthusiasts.

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