



CASE REPORT

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| 1. Complaint reference number | 4/00 |
| 2. Advertiser | Universal Girls |
| 3. Product | Entertainment |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

There are two print advertisements subject to complaint. The first consists of a photograph of a woman wearing a bra, with one strap lowered from her shoulder, and a pair of denim shorts, the zipper of which is undone, and which are being pulled downwards by the woman's hand. The words 'Universal Girls ... stage shows ... private room ... personal dancing' are superimposed over the image, followed by contact details.

The second advertisement features a photograph of a woman, apparently naked, seen in side view with her breasts concealed by a text box containing the words 'Sandy Shaw'. The words 'Universal Girls ... Miss Nude Australia 1999 ... Live on stage tonight' are superimposed over the image, followed by contact details.

THE COMPLAINT

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

"It is not acceptable for advertisements that appear in a regional paper to be as offensive as these advertisements are. Advertisements, which feature naked women, are not acceptable; the product being advertised compounds this."

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 depiction of the women within the two advertisements 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.