



## **CASE REPORT**

1. Complaint reference number	401/99
2. Advertiser	Simon de Winter Pty Ltd (Kayser Perfects)
3. Product	Clothing
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Health and safety – section 2.6
6. Date of determination	Tuesday, 7 December 1999
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The complaint relates to two outdoor billboard advertisements. The first depicts a woman wearing bra and underpants and contains the words ‘Your girlfriend hates me? Perfect’. The second contains the same image and the words ‘I don’t have to meet your mother? Perfect’.

## **THE COMPLAINT**

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

### Advertisement 1

*“It is discriminating against and vilifying the section of the female community currently in normal, heterosexual relationships. This can only be interpreted as an attempt to destabilise normal relationships by promoting jealousy and by inviting the man to make a comparison between his partner and the woman on the billboard.”*

### Advertisement 2

*“Is breaking [the Code] by promoting casual sexuality. This clearly represents a danger to health in the community. Promiscuity is a major factor in the spread of sexually transmitted diseases, some of which are fatal. There is a further danger to women in general by implying that, regardless of circumstance, a woman in underwear is a clear and unmistakable request for sex. This could lead to a higher incidence of rape.”*

## **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 portrayal of the woman within the advertisement did not constitute discrimination or vilification, nor did it contravene prevailing community standards on safety. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.