



CASE REPORT

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| 1. Complaint reference number | 431/99 |
| 2. Advertiser | FHM Magazine |
| 3. Product | Media |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor poster advertisement is headed ‘12 of the sexiest Australian women on TV. FHM Calendar 2000’ and contains twelve photographs of different women wearing bikinis. Two of the women are topless but have their breasts partially concealed, one by her arm and hair, the other by her cupped hands. At the foot of the advertisement is a close up, rear view photograph of a woman wearing a g-string.

THE COMPLAINT

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

“Why is it that I am forced to look at such tasteless, degrading and sexist images ... Why are these ads allowed to be displayed on a public railway station and yet the same government spends large amounts of money on sexual harassment awareness?”

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 portrayal of the women within the advertisement did not constitute discrimination or vilification, nor did the advertisement contravene community standards in its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.