



CASE REPORT

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| 1. Complaint reference number | 437/03 |
| 2. Advertiser | Sexpo Pty Ltd |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 17 February 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is an outdoor advertisement which depicts the bottom of a lady wearing a G-string seated on a cushion. The tagline is that “All will be revealed” at Sexpo.

THE COMPLAINT

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

“... such inflammatory advertising is undermining the respect due to the women in our community and encouraging those with poor self-control to molest females with whom they have social contact.”

THE ADVERTISER’S RESPONSE

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

“... the use of the image is in no way gratuitous as the subject matter of the exhibition is definitely sexual, and all is revealed at Sexpo.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity.

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