

CASE REPORT

1. Complaint reference number	444/06
2. Advertiser	Westfield Group (WhatsWhat)
3. Product	Retail
4. Type of advertisement	TV
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 November 2006
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a young woman being dressed by a stylist who advises that metallics are the new “bling”, and referring to a silver swimming costume the woman is wearing explains “Start with this Cheetah one piece from Myer”. Producing shorts for the woman to try on she continues “And from Ice we’re going to throw on these hot little shorts – and I mean hot and little”, then adding another accessory continues “Ok now we’re going to slip on a Jigsaw cardigan from David Jones. It’s all about mixing the fabrics. And I just love this little silver sparkle belt from Cue. It’s great”. Silver shoes from Wittner and a bag from Nine West are added to the outfit as a voiceover announces “See more metallics at whatwhat.com.au or try it all on at Westfield .

THE COMPLAINT

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

Model is wearing a silver One-Piece swimsuit and is being dressed by a fashion stylist. The swimsuit is pulled up very high in the crotch area - the model's outer genitals are clearly visible. In layman's terms you can see her "camel-toe". I find this highly offensive - and it is completely unnecessary in today's day and age.

THE ADVERTISER’S RESPONSE

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

Please note that this advertisement is no longer running on FTA (and will not be again), however we certainly follow a stringent internal Westfield approval process and would not allow anything to go to air which we feel that the public would find offensive. Westfield is a company that has relevance for all people of all ages and we certainly do not want to be offending them by portraying women in an overtly sexual manner as the complaint below implies. This ad is a communication for women and about women and in no way looks to present the female form in a negative way.

THE DETERMINATION

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

The Board viewed the advertisement and considered the complainant’s comments that the advertisement was offensive.

The Board considered whether the advertisement breached section 2.3 of the Code dealing with sex, sexuality and nudity.

The Board noted the portrayal of the woman dressed in the swimming costume in the store. The Board noted that there is no nudity depicted in the advertisement, and that, while the costume is quite high-cut, it is not particularly provocative. Further the Board noted that there was no real sexual context to the advertisement. The Board hence determined that the advertisement did not treat sex, sexuality or nudity insensitively and therefore did not breach Section 2.6 of the Code.

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