



CASE REPORT

| | |
|-------------------------------|---|
| 1. Complaint reference number | 487/06 |
| 2. Advertiser | Australian Showgirls |
| 3. Product | Sex services |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 December 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a blond woman lying on her side facing the camera, and propped up on one elbow. She is wearing a white bra and g-string, and white thigh-high stockings.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The ad is presumably for a brothel although the exact product is unspecified. Because of the lack of specificity of the product it is enticing. The way the woman is presented objectifies women and focuses attention strictly on their bodies.

It show a girl in a provocative position in white revealing underwear advertising showgirls, which I checked and found to be a R rated site.

It is suggestive, offensive and insensitive particularly since all motorists and their occupants are exposed to it (including children). When a person goes to a strip club, they know what they are purchasing. This is exposing all people to it regardless of whether they want to see it or not and at all times of the day. It treats women like sexual objects. It tells young women that this is how you have to look in order to be considered sexy by society.

THE ADVERTISER'S RESPONSE

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

No response had been received by the advertiser as at the date of the meeting.

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 on the magazine and considered whether the advertisement may have breached section 2.3 dealing with sex, sexuality and nudity.

The Board noted that the model in question was wearing underwear and that neither the model’s genitalia, nor her breasts, were exposed.

The Board also noted that, while there was a sexual context to the advertisement, the depiction of a woman in her underwear was unlikely to cause offence to large sections of the community.

Accordingly the Board determined that the advertisement did not deal with sex, sexuality or nudity insensitively, given the audience, and hence did not contravene section 2.3.

The Board then considered whether the advertisement contravened Section 2.1 of the Code, concerned with discrimination and vilification. The Board noted the complainants' comments that the billboard objectified women. The Board agreed that the use of a woman in underwear to attract customers to a web site shop did not of itself constitute discrimination against or vilification of women.

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