



CASE REPORT

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| 1. Complaint reference number | 55/07 |
| 2. Advertiser | Ski Skin & Surf |
| 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, 13 March 2007 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a young attractive blonde woman expressing her feelings about shopping. Her comments "I just love shopping. For clothes with an edge. For fashion that makes me feel good. Sexy and free. Extras with an edge. S3 Select" are accompanied by smooth music and various shots of her modelling clothing.

THE COMPLAINT

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

I think it is appalling (sic) the way children have been used in provocative poses, selling sex at such a young age, sexy voices, lying down, close-ups on low cut areas of the body. The whole ad has been devised similar to late night sexy phone ads etc.

THE ADVERTISER'S RESPONSE

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

We confirm that the young lady in our ad is almost 20 years of age, and was completely comfortable with the ad concept, we also advise that she has participated in other ads in the local community, ie: Ultra sun tanning studio, Bendigo magazine, Lifestyle Gymnasium and many more. We are not and have not run a childrens' advertisement on television for quite some time, as we well aware of the controversy surrounding children in ads, knowing this, we opted for radio advertising for our childrens' department.

The customer complaint makes reference to children (plural) being used in a provocative manner, we only have one person in the ad, and that is the 20 year old. We believe the ad is focused on fashion, ie: Swimwear, board shorts, street wear and what the young adult of today loves to wear.

Although some of the poses may appear to be provocative, to some, we can assure you that Abby is fully clothed in all shots, displaying a relaxed, leisurely approach to fashion and shopping in general.

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 several times and considered whether the advertisement contravened Section 2.3 of the Code dealing with sex, sexuality and nudity.

The Board noted the complainant's comments that the advertisement featured a child in provocative poses.

The Board agreed that the poses were mildly sexual. However the Board also took note of the advertiser's response that the woman in question was nearly twenty years old. The Board agreed that while the woman looked youthful, however the woman was clearly not a child.

The Board held that the advertisement did not breach Section 2.3 of the Code.

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