



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 56/04   |
| 2. Advertiser                 | Ella Bache                                      |
| 3. Product                    | Toiletries                                      |
| 4. Type of advertisement      | Outdoor   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 13 April 2004                          |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement is an outdoor billboard which depicts a picture of a young woman who appears to be naked except for large block letter words “Make your face your best asset” printed across her entire body.

## **THE COMPLAINT**

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

*“I am disturbed that **FIRSTLY** advertisers have to use naked women to advertise a facial product and **SECONDLY** why ads involving naked women are allowed to be placed on school childrens’ bus routes. **THIRDLY**, residents from two retirement homes use the bus stops outside Epping Boys High School . Surely they are ashamed at how liberal advertising has become in the past 20 years.”*

## **THE ADVERTISER’S RESPONSE**

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

*“Great consideration was taken in preparation of the artwork to ensure that the ‘naked body’ was very well concealed by the headline. Although you can sense that the woman is naked, you cannot actually see her shape or any detail of her torso. The result is a suggestion, rather than a revealing or offensive image.”*

## **THE DETERMINATION**

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

The Board noted that in the context of prevailing community standards, the majority of people would not be offended.

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.