



## **CASE REPORT**

1. Complaint reference number	58/08
2. Advertiser	Loula Boutique
3. Product	Clothing
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Wednesday, 9 April 2008
7. DETERMINATION	Upheld – discontinued or modified

## **DESCRIPTION OF THE ADVERTISEMENT**

This print advertisement featured in Harper's Bazaar shows an image of a woman's body stuffed into a car boot, which is held down by rope. Only the woman's arm and hand, and her feet, wearing stylish boots, can be seen hanging out of the boot.

## **THE COMPLAINT**

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

*This advertisement has caused great distress for myself and a number of people who are close to me. I do not want to begin to imagine how many other people this irresponsible advertisement has upset. Obviously members of the ASB and the team at Loula have never had someone close to them murdered. The suggestive nature of the ad conjures up sickening images and memories for anyone who has experienced violence at any level. For anyone who has not it does not leave much to the imagination ... oh but everything is o.k. because at least she still has her Loula boots ... WHAT!!!!!!!!!!!!!! Please I really WANT to know how you can justify an ad that glorifies violence against women. This ad must be banned!*

## **THE ADVERTISER'S RESPONSE**

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

*In relation to the March edition of Harpers Bazaar page 273, I believe I have not broken any breaches to the advertising laws.*

*Just so the Board knows I had 12 months previously had done a small survey with a variety of my clientele in regards to the advert and had also take the information to my designers in Europe so they would know what I would be advertising for the future campaign, as I had know bad feedback I proceeded with the start of the campaign.*

*Loula Boutique in no way went out to intentionally offend any of the public, we are a small family business and will leave the decision to the Board for approving or declining the add.*

## **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 Section 2.2 of the Code requires that violence not be presented unless it is justifiable in the context of the product or service advertised.

The Board viewed the advertisement and noted that it depicted the image of woman hanging out of a car boot. The Board noted that it was clearly a dead body and that the fact the car number plate was blurred added to the sense of realism. The Board agreed that high fashion uses grotesque and crime related imagery in their advertising. It further agreed that there was also a stylised feel to the image.

However the Board considered that a straight interpretation of the image was that it was suggestive of sexual violence against a woman and also depicts prima facie violence generally. The Board further considered that this depiction of violence could not be justified in context of the product being advertised.

The Board determined that the advertisement breached Section 2 of the Code.

Finding that the advertisement did breach the Code, the Board upheld the complaint.

#### **ADVERTISER'S RESPONSE TO DETERMINATION**

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

*The advertisement has been discontinued.*