

CASE REPORT

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| 1. Complaint reference number | 585/09 |
| 2. Advertiser | Glamour Shots Pty Ltd |
| 3. Product | Professional Services |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 20 January 2010 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

These posters are for the promotion of photography. Several photo's are depicted:

Banner 1: A woman (featured twice) with dark hair and a very short dress, posing for a photo, in one shot, the woman has her hands in her and the other shot, sitting on a box, slightly leaning back.

Banner 2: A woman (featured three times) wearing different floral dresses and posed for the camera. The woman is depicted wearing two different hats, dresses and then without a hat. She has long blonde hair. The slogan: It's all about you!

Banner 3: This photo features three women wearing short black dresses and black knee-high boots. two girls have their hands on their head. One girl is smiling with her dress zipped down low.

Banner 4: Three women, one in a white dress, one with a red shirt and jeans and red shoes and the other standing side-on, wearing a shirt dress.

Banner 5: This photo shows a family, mother, father and two daughters.

Banners 6: This photo shows two women, one wearing a shoulder less top and the other in a long sleeve top.

Banner 9: This photo shows a young woman photographed in her bra, in a sexualised pose.

Banner 10: This photo shows an older/mature woman with red hair wearing a shirt with the top few buttons opened.

Banner 11: This photo shows three girls in a photo.

THE COMPLAINT

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

I object to this advertisement because its location is within the Metro Plaza Shopping Centre. This is a family shopping centre through which people of all ages walk to and fro as they go about their daily shopping. Many children and adolescents walk through the plaza and therefore pass this advertisement. The images are soft-porn and are inappropriate for children to view. The advertisements are of a explicit sexual nature and are therefore also offensive to the general public.

THE ADVERTISER'S RESPONSE

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

included the following:

I do not believe that a complaint raised from these images has created so much interest from an authority such as the Advertising Standards Bureau, surely the board must have procedures in place that prevents such a waste of valuable time from both the company being investigated and the employees of the Advertising Standards Bureau.

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 the complainant's concern that the posters on display from the advertiser sexually suggestive and inappropriate for children to view.

The Board considered whether the advertisement complied with section 2.3 of the Code which requires that advertisements treat 'sex, sexuality and nudity with sensitivity to the relevant audience.'

The Board viewed the images and noted that the advertised product is 'glamour' photography and family photographing. The Board noted that the women in a number of the advertisements are in lingerie or are posed for the camera in a manner which makes them appear attractive. The Board considered that one or two of the images are mildly sexy. The Board noted that the images are displayed in a shopping centre and are available for viewing by a broad audience. The Board considered that the images were not inappropriately sexualised for the audience and did not breach section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.