



CASE REPORT

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| 1. Complaint reference number | 6/00 |
| 2. Advertiser | Cross Promotions (Santa Fe Gold) |
| 3. Product | Entertainment |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement consists of a photograph of an apparently naked woman holding a pool cue, with text boxes containing the words ‘Santa Fe Pool Comp’ and ‘Every Thursday Night’ concealing her breasts and genitalia. The words ‘The all new Santa Fe Gold ... Showgirls of pleasure’ are superimposed over the image, followed by contact details.

THE COMPLAINT

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

“It is not acceptable for advertisements that appear in a regional paper to be as offensive as these advertisements are. Advertisements, which feature naked women, are not acceptable; the product being advertised compounds this.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the depiction of the woman within the advertisement did not contravene community standards in its treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.