



CASE REPORT

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| 1. Complaint reference number | 66/05 |
| 2. Advertiser | Bayswater Car Rental Pty Ltd (previously determined Feb 1999) |
| 3. Product | Travel |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 12 April 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This is a print advertisement which features a rear three quarter view of a naked woman. The woman is covering her breasts and wears a yellow hat. A speech bubble contains the words "... no birds".

THE COMPLAINT

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

"I find this ad offensive because of the nudity of the model used. There is absolutely no need to show a nude woman in order to attract business to a car rental service."

"I find the ad completely inappropriate, degrading and absolutely unnecessary."

"The "... no birds" bubble appears to be a sexist comment on female driving skills."

"This is an outrageous sexist portrayal of women and is demeaning to them. It really has nothing to do with car hire and is totally inappropriate in a daily newspaper that can be purchased by children."

THE ADVERTISER'S RESPONSE

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

"... we see the bare buttocks as a tasteful attention-getter conveying that ours is a "no frills" service."

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 find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of people (sex/nudity).

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