



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 70/99   |
| 2. Advertiser                 | Kmart   |
| 3. Product                    | Retail  |
| 4. Type of advertisement      | Print   |
| 5. Nature of complaint        | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 9 March 1999                           |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement comprises colour photographs of women modelling underwear/lingerie/nightwear including colour photographs of women dressed in underpants.

## **THE COMPLAINT**

Comments the complainant made regarding this advertisement included

the following:

*'I am extremely alarmed at the pornographic content in everyday advertising and newspaper articles...The cuttings attached are photographs of parts of the female genitalia. I believe it is unacceptable for the public of all ages to be exposed to this*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement's portrayal of sex, sexuality and/or nudity did not constitute a breach of the Code and would not offend prevailing community standards and views. The Board was satisfied that the advertisement did not breach any other section of the Code and dismissed the complaint.