



CASE REPORT

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| 1. Complaint reference number | 72/01 |
| 2. Advertiser | Triumph International (Aust) Pty Ltd (All Women - All Woman) |
| 3. Product | Clothing |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 10 April 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENTS

Four advertisements in an outdoor series feature photographs of women and various models of bra, superimposed with the following captions: *‘Strong Support For Your Breasts Shouldn’t Only Come In The Form Of Wolf Whistles’*, *‘We’ve Spent More Time Focusing On Big Breasts Than The Average Teenage Boy’*, *‘We’ve Spent More Time Studying Women Than The Average Teenage Boy’* and *‘To You It’s A Maternity Bra. To Your Baby It’s A Fast Food Outlet.’*

THE COMPLAINT

Comments made by complainants in relation to one or more advertisements in this series include:

‘As a motorist I find them extremely distracting...’ ‘I find the slogans derogatory and crass, referring to women as fast food outlets for babies, and objects to be stared at by teenage boys or whistled at ...’ ‘As a marketing student ... I have no concept of who the target market is...’ and ‘Discrimination against a particular group—teenage boys, obviously.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether these advertisements breach Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board determined that the material making up the four advertisements it reviewed did not contravene prevailing community standards in relation to the portrayal of sex/sexuality/nudity, and did not constitute discrimination/vilification. It found that the advertisements did not breach the Code on any grounds and, accordingly, dismissed the complaint.