



CASE REPORT

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| 1. Complaint reference number | 75/01 |
| 2. Advertiser | Sancell Pty Ltd (Libra G-string Panty Liners) |
| 3. Product | Toiletries |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 10 April 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement portrays a female ‘G-string’ undergarment, with a front panel carrying a logo for Libra G’s, together with a caption reading ‘30 G-string shaped liners.’

THE COMPLAINT

Comments made by complainants regarding this advertisement included the following:

‘These adverts are not appropriate to place on a bus stop right outside a primary school,’ and ‘As a motorist I find them extremely distracting.’

THE DETERMINATION

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

The Board determined that the advertising material did not contravene prevailing community standards in relation to the portrayal of sex/sexuality/nudity, and did not breach the Code on these or any other grounds. Accordingly, the complaint was dismissed.