



## **CASE REPORT**

1. Complaint reference number	76/06
2. Advertiser	Urban Co Pty Ltd
3. Product	Clothing
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 14 March 2006
7. DETERMINATION	Dismissed

### **DESCRIPTION OF THE ADVERTISEMENT**

This outdoor advertisement portrays three young women in front of a flashy neon sign reading “The Urban Store”. One is standing with arms over her head, one is on the ground leaning back on her elbows and with legs bent with one crossed over her other knee. Another woman is standing to the right, with her left hand in front of her crotch and her right hand on her bottom. All the women are wearing long tight pants, casual tops and high heels.

### **THE COMPLAINT**

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

*The female on the right appears to be masturbating.*

*This advert seems to have taken the soft porn sell approach even one step further.*

### **THE ADVERTISER’S RESPONSE**

The advertiser failed to respond to the complaint.

### **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board considered the advertisement and did not consider that any of the women depicted in the advertisement were involved in any sexual gratification behaviour.

The Board considered the advertisement as a whole and did not consider that it portrayed sex or sexuality in a manner that was inappropriate, nor did it discriminate against or vilify women through inappropriate depictions.

Finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaint.