



CASE REPORT

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| 1. Complaint reference number | 77/03 |
| 2. Advertiser | P & D Crash Supplies |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 April 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a photograph of a scantily clad young woman seated astride an item of mechanical equipment under a headline reading: ‘Superior Industrial Products. Quality equipment for quality tradespeople.’ Contact details for P & D Crash Supplies’ Lismore Paint Centre are provided at the base of the advertisement.

THE COMPLAINT

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

“There is no link between the female form and the product advertised, and the model’s pose is plainly contrived to inject sexual overtones...”

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 considered that while newspaper readers might wonder at the relevance of the model to the provision of mechanical equipment, the advertisement did not contravene the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity.

Finding that the advertisement did not breach any other aspect of the Code, the Board dismissed the complaint.