



CASE REPORT

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| 1. Complaint reference number | 77/09 |
| 2. Advertiser | Emap Aust Pty Ltd |
| 3. Product | Zoo Weekly magazine |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 11 March 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement for Zoo Weekly magazine is set at a fast food van. Two men are being served a whole doner kebab by a woman in a low cut dress. Her cleavage is significant. The advertisement then cuts to inclusions in the magazine which is a set of 16 beer coasters. The coasters are of women dressed in bikinis and bras. The advertisement ends with the voice over saying "Now that's Zoo". It concludes with the logo and details.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

This ad objectifies women as sexual objects and represents women as subservient to men. It is appalling that ads selling porn can be shown on TV at this time slot.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

Zoo Weekly is Australia's most successful men's magazine, now selling over 112,000 copies each week. Sport, News, Girls and Gags are topics our target market seek out and are the cornerstones of our editorial direction. Our core audience recognise amusing moments in life and react in certain ways. We've tried to capture this through our latest TV advertisements with Zoo man recognising these moments and remarking, "That's Zoo." We take steps to ensure that all parts of the advertisement including content and the magazine pages that appear are suitable for the rating we are granted. These are included in our liaisons with Commercials Advice Pty Ltd (CAD).

All possible steps were taken to ensure the advertisement complied with Commercial Television Industry Code of Practice so that it was able to achieve a 'PG' rating, and to ensure the ad only appears in the appropriate timeslots for classification. This included ongoing liaison with CAD at concept, script and edit stages.

In regards to section 2.3, "Advertisements shall treat sex, sexuality and nudity with sensitivity to the relevant audience and, where appropriate, the relevant programme time zone."

§ The advertising agency engaged with CAD at the script, pre-production & post-production stages, where direction was taken on the visuals and audio to ensure the advertisement was suitable for the relevant viewing times.

§ The advertisement does not portray any persons in an inappropriate manner, and there is absolutely no nudity in this advertisement.

The specific content that we believe the viewer is referring to references the female character in the TVC. This character is serving food from a kebab van. She is fully clothed in the TVC and wears a long sleeve top. We believe this is not deemed minimal and thus does not portray nudity or any other extreme description. The focus of the ad was not to portray women being subservient to men but rather recognising the amusing moments in life and how a typical ZOO reader would react to these moments.

We hope that this adds clarification about the intent of the Zoo Weekly advertisement and provides the required background information, please do not hesitate to contact me should you need anything further. I would like to reiterate that every step was taken to ensure this advertisement complied with all required regulations.

THE DETERMINATION

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

The Board noted the complainants concerns about the depiction of women in the advertisement.

The Board noted that the advertisement has a PG rating and that it has only appeared in the relevant timezone. The Board noted that the advertised product is a magazine with a male readership and is also classified as a category that is able to be advertised in general media.

The Board considered that the images of the woman's breasts in the Van in the opening part of the advertisement was not offensive. The Board considered that there was no sexual connotation in this part of the advertisement, with the man exhibiting lust towards the kebab - not the woman. The Board noted that the other images in the advertisement depicted women in bathing suits and underwear and considered that most people would find the images mildly sexual but not inappropriate for the relevant audience and timezone.

The Board considered that the images of the women were objectifying but were not vilifying or discriminatory.

The Board determined that the advertisement did not breach either section 2.1 or 2.3 of the Code

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