

CASE REPORT

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| 1. Complaint reference number | 81/02 |
| 2. Advertiser | Sara Lee Apparel Group (Wonderbra) |
| 3. Product | Clothing |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 9 April 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features the portrayal of a pouting woman wearing a push up bra with an associated caption reading: ‘My Mother Always Said I Was A Handful.’ Separate text reads: ‘The One and Only Wonderbra.’

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement

included the following:

“The advert is demeaning to women, and offensive and promotes women as sexual objects—I would be surprised if a similar advert would be used in such a public place if it was promoting the size of male genitalia. I was particular concerned about the insensitivity of the location which is just next to the Women’s Health Clinic and the Royal Adelaide Hospital, many women attending this for cancer treatment.”

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 determined that, on the basis of prevailing community attitudes, the advertisement did not contravene the Code in relation to the portrayal of people.

It further considered that the content of the outdoor advertisement did not breach the Code on any grounds and, accordingly, dismissed the complaint.