



CASE REPORT

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| 1. Complaint reference number | 82/00 |
| 2. Advertiser | Big Flower |
| 3. Product | Retail |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 April 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘We sell more than just flowers’, depicts the side view of a naked, black woman, knees bent and buttocks distortedly extended. She is surrounded by randomly placed nursery items, one of which (a pot containing a plant) rests on her projected buttocks.

THE COMPLAINT

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

‘I really don’t think I have to explain the questionable taste of “We sell more than just flowers” above a naked woman with a pot-plant sticking out of her rear end! Entirely inappropriate, sexist, indecent and mind-bogglingly gratuitous.’

THE DETERMINATION

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

The Board was of the view that the depiction of the woman within the advertisement did not constitute discrimination or vilification; neither did it contravene community standards in its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.