



CASE REPORT

1. Complaint reference number	83/00
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 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 April 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENTS

There are three advertisements in the outdoor campaign. Each is sub-captioned ‘The one and only Wonderbra’.

1. The advertisement, captioned ‘Am I keeping you up?’, shows a bra-clad woman pictured to just below the navel, one bent arm clasping her waist and the other raised with a finger to her mouth. She is smiling, her head is slightly lowered and her eyes are raised.

2. The advertisement, captioned ‘By the way, my eyes are blue’, shows a bra-clad woman pictured to just below the breasts.

3. The advertisement, with a picture identical to (2) above, is captioned ‘Get off here.’

THE COMPLAINT

Comments which the complainants made regarding these advertisements included the following:

‘They may as well have said “Men – masturbate here” and be done with it. The double entendre was very obvious, not at all witty and just another cheap put down of women.’

‘These add’s are all unacceptable, that I have to go into public with my children and be subjected to sexual innuendo (sic).’

THE DETERMINATION

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

The Board determined that neither the wording nor the depiction of the women within each advertisement constituted discrimination or vilification; neither did they contravene community standards in their treatment of sex, sexuality or nudity. It was noted that the advertisements were presented in a humorous context, utilising double entendres that would require a reasonably mature mind to appreciate. The Board determined that the advertisements did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.