



CASE REPORT

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| 1. Complaint reference number | 86/99 |
| 2. Advertiser | Byrning Spears |
| 3. Product | Retail |
| 4. Type of advertisement | Cinema |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 13 April 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement takes the form of a cinema slide. It comprises a photograph and text. The photograph is of four young women on a beach. The women are photographed with their backs toward the camera. Three of the women are apparently topless, kneeling down on the sand and are dressed in g-string bikini bottoms. The fourth young woman is standing next to the others wearing a bikini top and shorts. Approaching them (faces to the camera) are two young men carrying surfboards. The text (which includes an advertiser logo) is superimposed on the slide and provides advertiser details.

THE COMPLAINT

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

‘Sexist advertisement...Byrning Spears surfboards slide advertisement before Prince of Egypt movie...’

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 the advertisement’s portrayal of the people concerned did not constitute discrimination or vilification and did not breach the Code on this ground. The Board was satisfied that the advertisement did not offend any other section of the Code and dismissed the complaint.