



**ADVERTISING
STANDARDS
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph: (02) 6262 9822 | Fax: (02) 6262 9833
www.adstandards.com.au

CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 89/02 |
| 2. Advertiser | Byrning Spears |
| 3. Product | Clothing |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 April 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features two photographs of a young woman, one showing her in a reclining pose wearing a bikini and the other carrying a surf board in beach attire. Accompanying text reads: 'Byrning Spears ½ Price Surfwear.'

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement

included the following:

"This poster features a female in a semi-reclined position, wearing a bikini."

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 considered that under prevailing community standards, the advertisement would not give cause for concern to the majority of people exposed to it.

The Board determined that the material did not contravene the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity, and that it did not breach any other provisions of the Code.

Accordingly, the Board dismissed the complaint.