



CASE REPORT

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| 1. Complaint reference number | 93/02 |
| 2. Advertiser | Microsoft Pty Ltd (XBOX) |
| 3. Product | Information Technology |
| 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

The outdoor advertisement reviewed by the Board features a depiction of a seated woman with one bared leg to the side of her chair and the other extending forward towards headline text reading: ‘Die Smiling.’ Accompanying text identifies the advertised product as Microsoft’s XBOX and the associated game ‘Dead or Alive 3’.

THE COMPLAINT

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

“This advertisement shows a picture of half a woman...wearing a very short skirt and her legs are open with the caption reading ‘Die Smiling.’ This is offensive, sexist and disgusting. The fact that it shows only the bottom half of a woman and no face conveys the image that women are nothing more than ‘genitals’ and have nothing to offer but sex.”

“This is a sexist, disgusting ad. This woman is shown having her legs spread apart. I have 3 daughters and it infuriates me that they have to see women being portrayed in this sexist manner.”

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 did not share the complainant view that the woman was shown with her legs spread apart, and considered that the majority of people would regard the advertisement as acceptable under prevailing community standards.

It determined that the advertisement did not contravene the provisions of the Code relating to the portrayal of sex, sexuality and/or nudity and finding that it did not breach the Code on any other grounds, dismissed the complaint.