



CASE REPORT

1. Complaint reference number	95/01
2. Advertiser	Francis Street Apartments Pty Ltd (Lumina Apartments)
3. Product	Real Estate
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Violence Other – section 2.2 Portrayal of sex/sexuality/nudity – section 2.3 Health and safety – section 2.6
6. Date of determination	Tuesday, 8 May 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement, captioned ‘Home Alone’, features a naked woman standing back to camera with a transparent plastic suit protector bag over her head, reaching to her upper thighs. The accompanying text includes the words, ‘Independent Living’, and describes the product.

THE COMPLAINT

Comments made by complainants in relation to this advertisement included the following:

‘I believe the advertisement to be thoroughly irresponsible, and the harm that it might do is exacerbated by the size of the advertisement (full page), the use of full colour and the placement (on the outside cover which is clearly visible to children who may not normally open the “Domain” supplement).’

‘I believe the ad poses serious health and safety risks and that it is violent, sexist and disturbing despite its reference to the “tranquil tree-lined street” in which I live.’

‘As well as being a frightening and a misogynistic (sic) image, it is dangerous because it may give children the idea of putting plastic bags over their heads.’

‘It is a nasty image that appears to have no bearing on the goods being advertised.’

THE DETERMINATION

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

After considerable discussion, the Board determined that, while the material within the advertisement could be considered to be in poor taste, the advertisement did not go so far as to contravene the Code on any ground. The Board, accordingly, dismissed the complaint.