



CASE REPORT

1. Complaint reference number	98/01
2. Advertiser	Icon Clothing Pty Ltd (Golf Punk)
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, 8 May 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The outdoor advertisement, captioned ‘Golf Punk’, portrays a female body from below the breasts to above the knee, wearing a bikini-style pant carrying the inscription ‘19th’ across the front.

THE COMPLAINT

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

‘These posters depicting a woman in a green bikini bottom labeled “the 19th hole” I find extremely degrading and suggestive.’

‘The writing on the green pants positioned over the pubic area says “19th.” In my opinion the advert suggests that the woman in the picture is the 19th hole and whilst this might seem like a crafty play on words, it is in fact offensive and an affront to women.’

‘I think most of the posters showing nude persons tastefully hidden are quite amusing, but I really believe this one is plain rude.’

‘Again this part of the female anatomy is exaggerated’

‘The implications are crude, gratuitous and base. The objectification of women is even more extreme than usual as it focuses solely on the vagina itself - a woman reduced to a basic “accessible” organ.’

THE DETERMINATION

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

The Board was of the view that the material within the advertisement did not contravene prevailing community standards in its depiction of sex/sexuality/

nudity; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.