

## Case Report

1. Case Number :	0050-24
2. Advertiser :	SilkSilky
3. Product :	Clothing
4. Type of Advertisement/Media :	Internet
5. Date of Decision:	6-Mar-2024
6. Decision:	Upheld – Not Modified or Discontinued

### ISSUES RAISED

AANA Code of Ethics\2.2 Exploitative or Degrading

### DESCRIPTION OF ADVERTISEMENT

This advertisement contains 6 images of women wearing a silk sleep gown, and the text "A gift that makes her prettier".



### THE COMPLAINT

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

*The tag line is "A gift that makes her prettier". It objectifies women.*

### THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

*Advertiser did not provide a response.*

## **THE DECISION**

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement objectifies women.

The Panel viewed the advertisement and noted the advertiser did not respond.

### **Section 2.2: Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative or degrading of any individual or group of people.**

The Panel noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

Exploitative - (a) taking advantage of the sexual appeal of a person, or group of people, by depicting them as objects or commodities; or (b) focussing on their body parts where this bears no direct relevance to the product or service being advertised. Degrading – lowering in character or quality a person or group of people.

#### **Does the advertisement use sexual appeal?**

The Panel noted that this advertisement contains imagery of women in short nightgowns and considered that most members of the community would find the advertisement to contain sexual appeal.

#### **Does the advertisement use sexual appeal in a manner that is exploitative?**

The Panel considered that the images alone are not exploitative of women given the product being promoted is the sleepwear they are wearing. However, the Panel considered that the text on the image stating that the sleepwear (a product which is short, low cut, and has a thigh split) would make the women, and women in general, more attractive is a reference which reduces them to an object to be improved. The Panel considered that the advertisement was exploitative.

#### **Does the advertisement use sexual appeal in a manner that is degrading?**

The Panel considered that the images of the women do not lower them in character or quality. The Panel considered that the suggestion that a particular item of clothing would make them more attractive does not suggest that they are unattractive or lesser, and does not lower their current depiction in character or quality.

The Panel considered that the advertisement is not degrading of the women in the advertisement, or women in general.

**Section 2.2 conclusion**

Finding that the advertisement did employ sexual appeal in a manner which is exploitative of an individual or group of people, the Panel determined that the advertisement did breach Section 2.2 of the Code.

**Decision**

Finding that the advertisement did breach Section 2.2 of the Code, the Panel upheld the complaint.

**THE ADVERTISER'S RESPONSE TO DECISION**

The advertiser has not provided a response to the Panel's decision. Ad Standards will continue to work with the relevant authorities regarding this issue of non-compliance.