Attachment 1

ADVERTISING
STANDARDS
BUREAU

# CASE REPORT

| | | |
|---|---|---|
| 1. | Complaint reference number | 101/07 |
| 2. | Advertiser | Calvin Klein Underwear |
| 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, 10 April 2007 |
| 7. | DETERMINATION | Dismissed |

## DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a black and white photograph of a male and female wearing jeans and holding each other. The couple is naked from the waist up.

## THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*The woman is unclothed on the upper part of her body, even though it is a side view because their bodies are against each other with skin contant it hints at a sexual gesture. I have to sit at traffic lights with my two young boys whose gaze naturally turns to the pictures around them. I am trying to help them to have respect for all people, especially women and that training begins when they are young. When they are confroted by such images there are desensitised to the reality of the goodness of real loving relationships. I have no power, apart from distraction when my boys' gaze goes to this picture. Such advertising as this is therefore offensive and unfair on children.*

## THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

Whilst I understand that she would be concerned having her children exposed to the image, I must insist that none of the cK brand images portray a lack of respect for either gender. There is always a mutual respect shown between both males and females, so from this point of view there can be no cause for concern.

Please note that the billboard will come down in less than a week and a half.

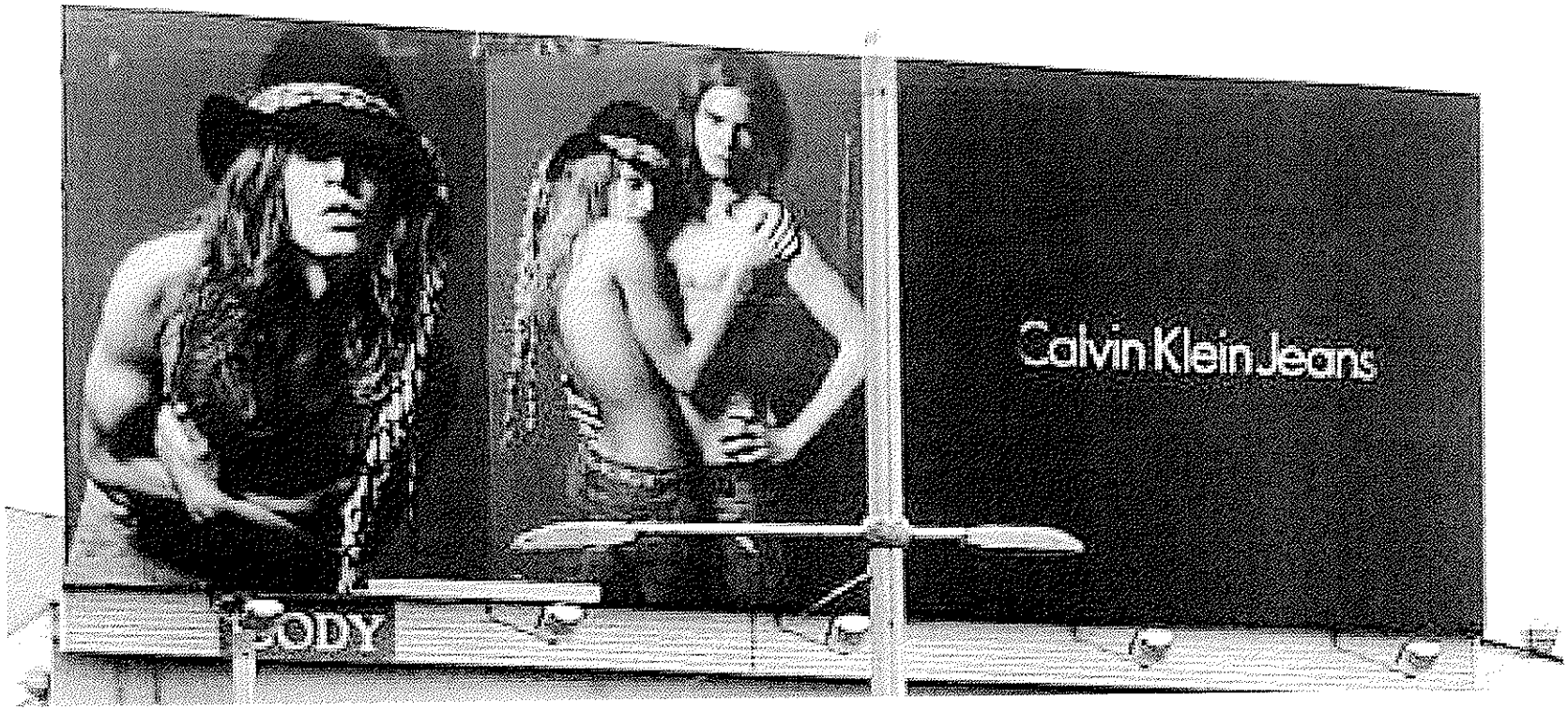
## THE DETERMINATION

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

The Board viewed the advertisement and considered whether the advertisement contravened Section 2.3 of the Code dealing with sensitive use of sex, sexuality and nudity.

The Board noted the complainant's comments that the advertisement was unsuitable and hinted at a sexual gesture. The Board considered that in this advertisement the man and woman were posed in a slightly sexual manner, but noted that neither of the subjects' genitalia or breasts were visible. On balance the Board considered that the advertisement was appropriate to the relevant audience and did not breach section 2.3 of the Code.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.


Calvin Klein Jeans
BODY

Attachment 2

ADVERTISING
STANDARDS
BUREAU

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph: (02) 6262 9822 | Fax: (02) 6262 9833

# CASE REPORT

| | | |
|---|---|---|
| 1. | Complaint reference number | 89/07 |
| 2. | Advertiser | Main Street Night Club |
| 3. | Product | Entertainment |
| 4. | Type of advertisement | Print |
| 5. | Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. | Date of determination | Tuesday, 10 April 2007 |
| 7. | DETERMINATION | Dismissed |

## DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features the upper torso of a naked blonde woman with gold stars covering her nipples and the words "Topless barmaids tonight!"

## THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*I find this to be offensive, the newspaper is read by adults and children and I believe this is inappropriate (pornographic) for general viewing.*

## THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*Our ads are published by the Daily Mercury on a weekly basis and all ads must comply with their advertising standards or they will not be published. For this reason we find it hard to believe that this section of the ad could be classed as inappropriate and by no means (pornographic). Should you feel otherwise I am sure that the Daily Mercury would be more than obliging to discuss the matter further with you; and that main Street Nightclub would be more than willing to alter the advertisement as seen fit.*

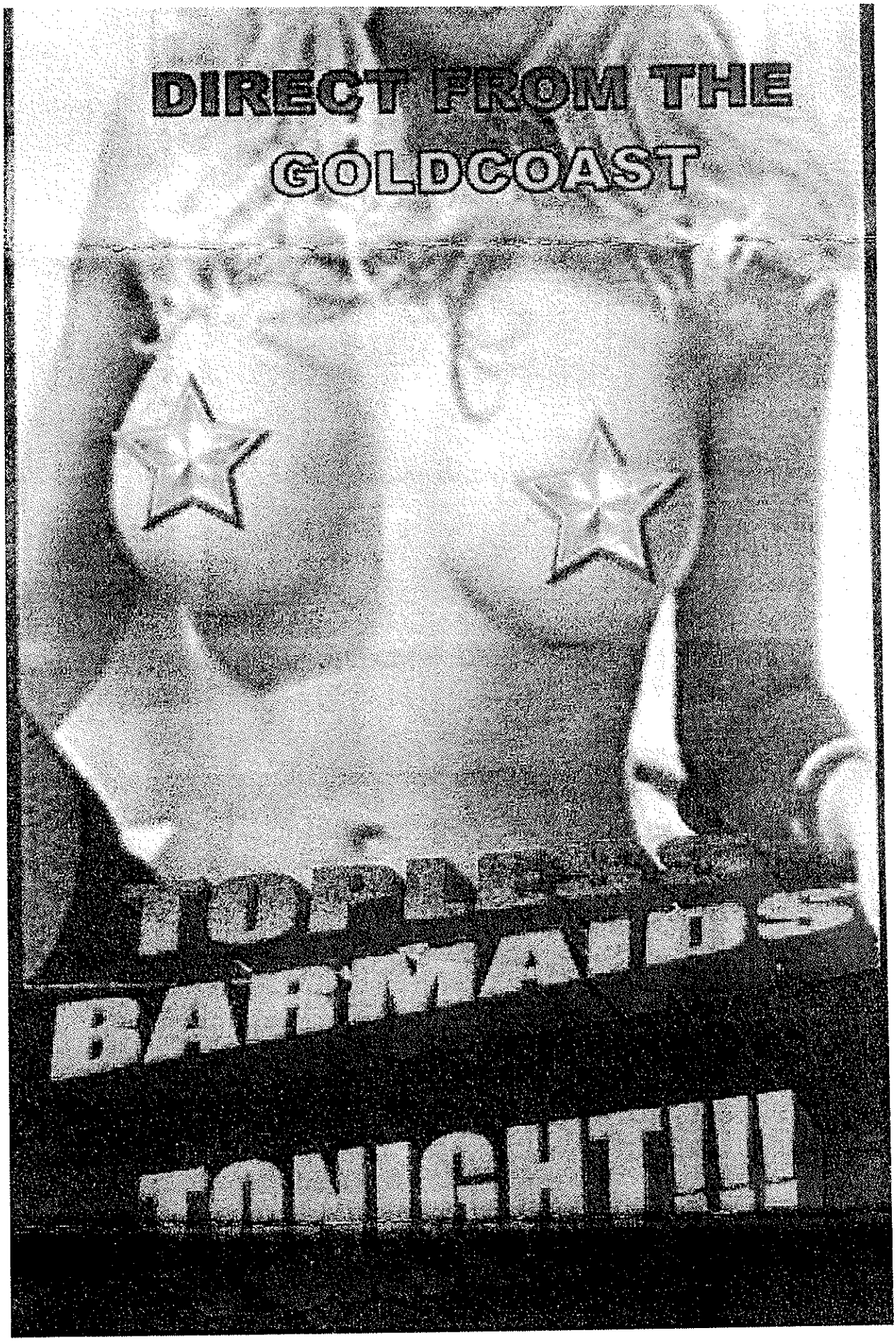
## THE DETERMINATION

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

The Board viewed the advertisement and considered whether it breached Section 2.3 of the Code dealing with sex, sexuality and nudity. The Board noted the complainants' comments that the advertisement was pornographic.

The Board considered the image of the woman's chest in the advertisement and noted that her nipples were covered by stars. The Board agreed that the image of the woman's chest was acceptable, though it was at the extreme end of what was considered acceptable in a general print publication.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.


DIRECT FROM THE
GOLDCOAST
BATTALION
TONIGHT!!

Attachment 3

ADVERTISING
STANDARDS
BUREAU

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph: (02) 6262 9822 | Fax: (02) 6262 9833

# CASE REPORT

| | | |
|---|---|---|
| 1. | Complaint reference number | 49/07 |
| 2. | Advertiser | Jamba! GmbH (Jamster Buxom Babes) |
| 3. | Product | Mobile phones/SMS |
| 4. | Type of advertisement | TV |
| 5. | Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. | Date of determination | Tuesday, 13 March 2007 |
| 7. | DETERMINATION | Dismissed |

## DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a female voice over detailing downloads for mobile phones. "Get Summer's hottest girls on your mobile, it is oh so easy baby! Simply subscribe and text babe 21 to get Natascha in her tiny blue panties (a blonde woman with her back to the viewer is wearing only briefs and pulling them up and down, with stars covering her breasts and buttocks). Or do you prefer a hot and sweaty Summer treat? (a woman's barely-covered crotch is dripping water/sweat). Text babe 22. Want the absolutely crazy pole dancer? (a blonde woman wearing a pinafore slides up and down a pole with her bare breasts covered by a star). Text babe 23. Or get Ebony on your mobile and really enjoy the heat (a dark girl takes off her bikini top and has stars covering her breasts). Text babe 24. Now the heat is getting to Erika, so help her get it off her chest (a dark-haired woman lifts her tank top to reveal breasts covered by stars). Text babe 25 and send to 194000."

## THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*This is once again another ad that objectifies us women. It is nothing but porn. The sheer thong covers nothing. I didn't like that they were flashing their breasts either but at least there was something covering it that like a star icon but the panties were so sheer you could see the hair on her pubic area. Then the moisture that drops from her vagina says it all.*

*There was a close up image of a womans bikini clad crotch that seemed to be dripping!! I find that extrememly degrading and offensive.*

*I don't believe that viewers should be subjected to the close up image of beads of sweat dripping from a womans barely covered pubic area.*

## THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*We respectfully disagree with the complainant's claim that our advertisement was inappropriate due to its sexual nature. The images of the women are very playful and this is supported by the style of the TVC and the humorous voice over. The image of the women in the bikini bottom which is dripping is from her swimming at the beach which is supported as her whole body is wet.*

*We are now aware of the views of the complainant and we sincerely regret that any offence was taken by this individual. During our investigations we discovered that channel 7 aired this TVC during a late night program that was not the right target market; Life As we Know It, as we have agreed with them to be more careful in the future. Therefore, we all agreed to pull this TVC. We*

*hope that this resolves the issues raised by the complainant, as described in your email.*

**THE DETERMINATION**

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

The Board viewed the advertisement and considered whether it breaches Section 2.3 of the Code dealing with sex, sexuality and nudity.

The Board noted the complainants' comments that the advertisement contained excessive sexual content.

The Board noted that the advertisement contained no nudity, but it did note that the close-up of the woman's crotch was confronting. However, taking account of the audience and timeslot, and of the nature of the product being advertised, on balance the Board felt that advertisement did not treat sexuality insensitively enough to warrant the advertisement's removal from air.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.

Attachment 4

ADVERTISING
STANDARDS
BUREAU

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph: (02) 6262 9822 | Fax: (02) 6262 9833

# CASE REPORT

| | | |
|---|---|---|
| 1. | Complaint reference number | 498/06 |
| 2. | Advertiser | Bendon Ltd (Invisible bra) |
| 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, 12 December 2006 |
| 7. | DETERMINATION | Dismissed |

## DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features a young woman lying on her back looking towards the camera. She is wearing a pink bra and her arms are over her head. Her leg closest to the viewer is raised obscuring any view of her lpubic region.

## THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*The lower half of the body appears to be naked. It is very much like pornography (and the worry of proven facts of pornography and violence towards women and children happening at alarming rates). Also, again, it portrays women and girls as sex objects, and is detrimental to the many young girls facing life-threatening eating disorders in reaction to this illusion.*

## THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*In contrast to (the complainant's) suggestions that Bendon's advertising inspires pornography, violence towards women, girls as sex objects and being detrimental to many young girls facing life threatening eating disorders (alarming accusations for what is recognised as a 'wholesome', female friendly lingerie brand!), we would like to state a case to the contrary.*

*Bendon products are designed by women, for women. The intention at all times is to offer today's modern woman with comfortable, beautiful clothing she can wear with confidence.*

*The Bendon brand profiles women in lingerie, because it sells lingerie. There are no hidden agendas, or smutty undertones. What you see is what you get, and the purpose of the advertising is to highlight to women the beautiful range of Bendon products available to them.*

*In this particular image the complaint refers to the models body appearing to have no briefs however I can assure you that this is not something we were trying to achieve. Bendon products are made for women by women. At all times, our imagery is beautiful and tasteful. And we pride ourselves on being a brand that women love and can relate to.*

*This image and billboard execution will run till 30 November 2006 and there are no plans to re-run it after this time.*

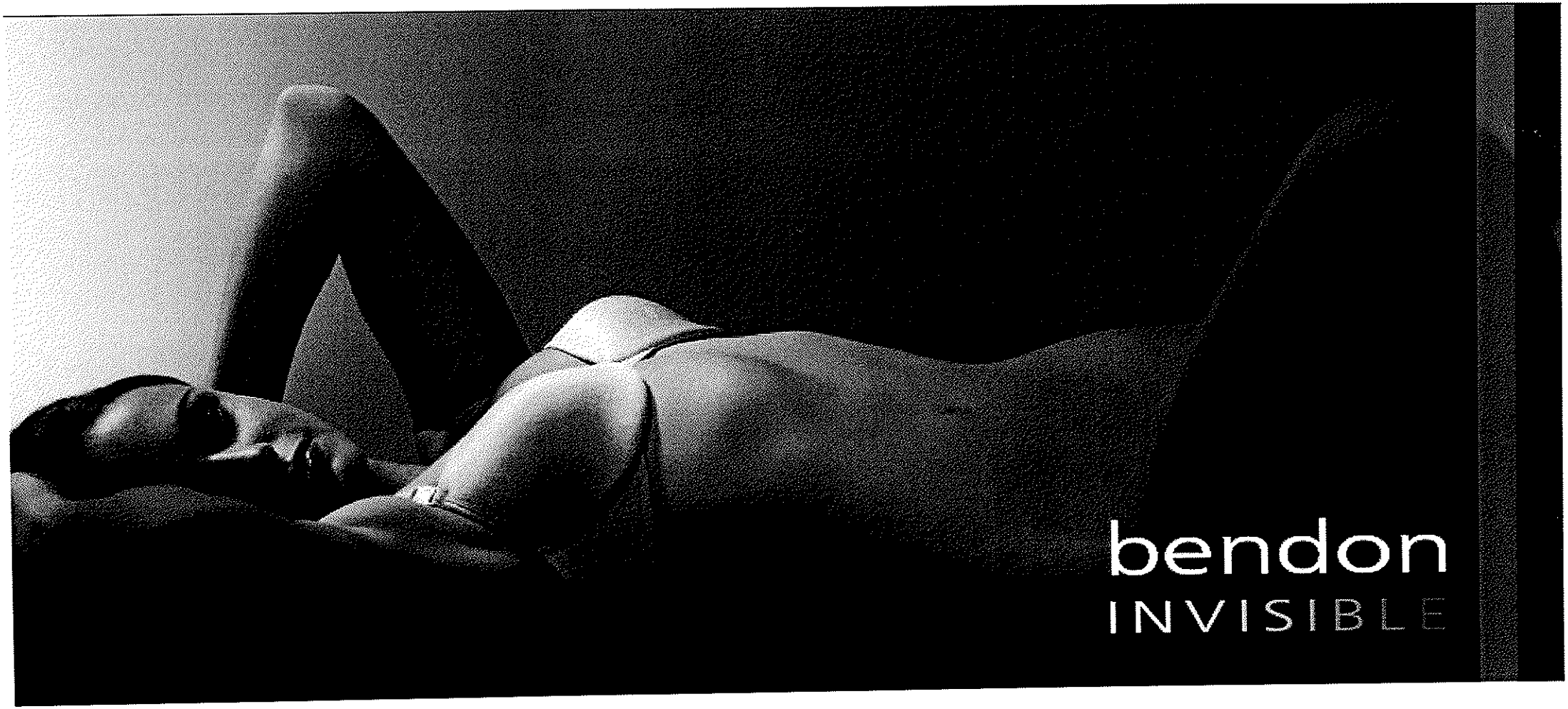
**THE DETERMINATION**

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board viewed the advertisement and considered whether the advertisement breached Section 2.3 of the Code, concerned with sex, sexuality and nudity. The Board considered carefully the complainant's comments that the advertisement was offensive.

The Board considered that in this advertisement the woman was not posed in a particualrly sexual manner, there were no strong sexual overtones to the advertisement, and the underwear itself was not particularly provocative. The Board noted that the lower body nudity was concealed by 'strategic shadows' and that woman's genitalia and breasts were not visible. The Board therefore considered that the advertisement was appropriate to the relevant audience and did not breach section 2.3 of the Code.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.


bendon
INVISIBLE

Attachment 5

ADVERTISING
STANDARDS
BUREAU

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph: (02) 6262 9822 | Fax: (02) 6262 9833

# CASE REPORT

| | | |
|---|---|---|
| 1. | Complaint reference number | 48/07 |
| 2. | Advertiser | Gazal Apparel Pty Ltd (Lovable) |
| 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, 13 March 2007 |
| 7. | DETERMINATION | Dismissed |

## DESCRIPTION OF THE ADVERTISEMENT

This outdoor advertisement features model Jennifer Hawkins wearing a red pants and bra set (Francine in Flame) holding a stuffed toy rhinoceros. She is biting the ear of the rhinoceros and smiling seductively, alongside the question "horny?"

## THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*I find this extremely offensive as it not only objectifies women, it is also obviously designed to sexually arouse men. That the term "horny?" should be used on a billboard in such a public place as Burke Road Camberwell is of great concern. This ad is on a par with pornography because of the idea that it conveys.*

*Horn in her mouth...'Horny?' for a headline...would have thought the above description would need no further explanation! ... looks like an ad promoting a brothel. Clearly the woman is portrayed as nothing more than a sex object. It can't possibly be targeting women – or is it supposed targeting the men who buy this stuff for their wives and girlfriends – on the hope that, like the model portrayed, they too will prance around in thier new Loveable underwear teasingly while sucking on anything that protrudes, is hairy and fits in their mouth? I find the ad incredibly infantile and insulting.*

## THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*The Campaign... is designed to capture the playful and sultry essence of the brand which the fresh-faced Jennifer Hawkins encapsulates so well.*

*We wanted to evoke a confidence in women and playfully flirt with male attention.*

*We believe the majority of the general population can see the humour in the ads and the play on the words as cheeky not sexist.*

*We actually had a significant lift in our website unique visitors wanting to have a 2nd look!*

*Jennifer Hawkins is portrayed as being in complete control she is not submissive in her stance and is confident in her attitude.*

*We acknowledge that there will be a few people that are not comfortable seeing the female form advertised and the intimate category advertised, we respect their opinions but find that the*

*majority of our 18-30 yrs consumers are not offended.*

**THE DETERMINATION**

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board viewed the advertisement and considered whether the advertisement may have breached section 2.3 dealing with sex, sexuality and nudity.

The Board agreed that while the advertisement was sexually suggestive, it also contained a playful play on words that, when coupled with the fluffy toy, detracted from the impact of the sexual element of the advertisement. Accordingly the Board determined that the advertisement did not deal with sex, sexuality or nudity insensitively, and hence did not contravene section 2.3.

Turning to Section 2.1 of the Code, the Board considered whether the advertisement breached section 2.1 of the code dealing with discrimination and vilification of gender. While the Board agreed that there were sexual overtones to the advertisement, there was nothing featured in advertisement which discriminated against or vilified women (or men). Hence the Board held that Section 2.1 had not been breached.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.

horny?
Lovable
lovable.com.au
FRANCINE in FLAME
heat sizzles up for valentines day

Attachment 6

ADVERTISING
STANDARDS
BUREAU

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph: (02) 6262 9822 | Fax: (02) 6262 9833

# CASE REPORT

| | | |
|---|---|---|
| 1. | Complaint reference number | 139/06 |
| 2. | Advertiser | Adult World |
| 3. | Product | Sex Industry |
| 4. | Type of advertisement | Print |
| 5. | Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. | Date of determination | Tuesday, 11 April 2006 |
| 7. | DETERMINATION | Dismissed |

## DESCRIPTION OF THE ADVERTISEMENT

This print advertisement announces the "Grand Re-Opening" of Adult World at Hillcrest (Browns Plains) on Saturday 11 February. Two females, blonde and naked, facing the camera but with bodies touching, are holding sports whistles between their teeth. The women are naked, but stand side on and writing obscures their breasts.

## THE COMPLAINT

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

*...an advertisement that in my opinion, is pornographic.*

*I find it repulsive that I have now to avoid a local newspaper to curb the filth such as this ad.*

## THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

*I believe this ad displayed suitable "sensitivity to the relevant audience" by covering the breasts and genitals of the models. Although the arms, legs and stomach and face remains uncovered, it is my opinion that this would not be offensive to the majority of your client base.*

## THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted the depiction of two naked young women in the advertisement. The Board noted that the advertisement appeared in a local newspaper and is advertising an adult sex shop.

The Board noted that most of the breasts and genitals of the two women are covered and that their pose is mildly sexual. The Board did note that the genitals of one women were partly exposed, with it appearing that the women had removed her pubic hair.

Although the women were scantily clad, the Board did not consider that their pose was overtly or inappropriately sexual.

The Board considered that the nudity, and sexual nature of the product advertised, was treated with sensitivity to the relevant audience.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.

# GRAND RE-OPENING

## ADULT WORLD

HILLCREST (BROWNS PLAINS)

**Saturday 11th February**

# UP TO 50% OFF STORE WIDE

## FIRST 100 RECEIVE A FREE DVD

FROM 12 NOON

Appearing Live 12-5pm

**Miss Adult World**

(this weeks picture mag cover girl)

and **The Babe Watch Babes**

poster, magazine & photo signings

Special Appearance by

**Simone Simons**

(Female Impersonator)

FREE BBQ AND GIVEAWAYS ALL DAY

FREE DVD/VIDEO BOOTHS ALL DAY

## ADULT WORLD

HILLCREST (BROWNS PLAINS)

Boomerang Centre, 1/98 ANZAC Ave.

PH 3800 0365 - 9am - Till Late - 7 Days

KEY: 06_0206BRS

The Grosvenor 14806 Attachment 7