



## Case Report

1	Case Number	0375/13
2	Advertiser	Xotica
3	Product	Sex Industry
4	Type of Advertisement / media	Billboard
5	Date of Determination	13/11/2013
6	DETERMINATION	Dismissed

### ISSUES RAISED

- 2.2 - Objectification Exploitative and degrading - women
- 2.4 - Sex/sexuality/nudity S/S/N - general

### DESCRIPTION OF THE ADVERTISEMENT

Banner featuring the Miss Nude Australia 2014 competition which includes an image of naked women with their private areas covered by writing. There is an image of a woman wearing a black string bikini viewed from behind with the text, "Xotica Club and Girls presents Paris La Moore" to the left of the Miss Nude line-up, and to the right are two images of the female co-hosts for the evening. One co-host is covering her bosom with her folded arms, the other is wearing a black bra top but also has her hands cupping her breasts.

### THE COMPLAINT

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

*I was in town with my family (including my three young children) out for lunch and this billboard was in full view. The images on the billboard and the poster present women as mere sexual objects to be used by men. I felt demeaned and degraded. The woman on the billboard above was wearing a only a g-string. I should not have to have a conversation with my small children as to why these women are not dressed, or why they are showing their private parts. I should not have to explain to my older child who can read (age 7) why there is a competition for Miss Nude or what lap dancing, striptease or any of these other things are.*

### THE ADVERTISER'S RESPONSE

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

*Simply put, we have been using banners in this vein for 15 years without any previous complaint.*

*On the contrary, we are a tourist mecca, and there are thousands of photographs taken of our banners annually without complaint but plenty of positive feedback.*

*Apart from that they are changed on regular basis, usually bimonthly to promote events, touring performers and the like so by the time the board makes its determination there will be another in its place.*

## **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 complainant’s concerns that the advertisement depicts women as sexual objects, nudity and sexualised imagery which is not appropriate for outdoor display where children could see it.

The Board viewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: “Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.”

The Board noted the complainant’s concerns that the advertisement is demeaning and degrading to women and considered that whilst some members of the community would prefer for adult venues and associated shows which take place at these venues to not be advertised, in this instance the women’s private areas are covered and in the context of an advertisement for an adult venue the images of the women are not exploitative and degrading.

The Board determined that the advertisement did not breach Section 2.2 of the Code.

The Board considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board noted that the signage is on a building which is located in an area which contains a high proportion of adult venues. A minority of the Board considered that despite the location of the billboard the images are sexualised and not appropriate for outdoor display where children could see them.

The majority of the Board noted that the advertisement does not show any private parts of the woman and whilst the women’s poses are sexualised the images are just within the acceptable

boundaries of what can be displayed outdoors and considered that overall advertisement is not inappropriate for a broad audience which may include children.

The Board noted that the image of the woman on the left of the billboard is a view taken from behind her and shows her naked other than the long black boots and a black g-string she is wearing. The Board noted that there is an image of 'James Bond' in front of the woman pointing a gun toward her. The Board considered that this image is stylised and is a clear association to the James Bond movie "For your eyes only." The Board considered that most members of the community would recognise this particular depiction as being from the movie.

The Board considered that based on the location of the building, the audience likely to be frequenting the area are generally customers of the venues and that as this is the relevant audience. The Board considered that the advertisement does treat sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

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