



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0103/19
2	Advertiser	Honey Birdette
3	Product	Lingerie
4	Type of Advertisement / media	Poster
5	Date of Determination	17/04/2019
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.2 - Objectification Degrading - women
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This poster advertisement features two women in black and leopard-print lingerie standing outside. The women are facing each other with one woman leaning against a black car and the other leaning towards her. The wording of the advertisement states 'London Calling BETTY'.

THE COMPLAINT

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

In the advertising there is women posing sexually in very sexy lingerie. One of the images previously had had visible nipple in the sheer part of the bra. There is also an image currently with their breasts pushed up against each other.

It is in a walking public area of the shopping centre, also right next to a coffee shop sitting area. If it were in an adult only area it wouldn't be such a worry, but a shopping



centre is a family area and for everyone.

I have 3 small boy children and I will raise them to respect women and not to see them as sexual only. It is made much harder when these images are in public areas right in their face. It is inappropriate content for most age groups to be looking/gawking at. It would be best if they are removed from the outside of the shop and placed in a more covered area inside the shop.

Kind regards

This imagery is styled to mimic porn. It's sexual nature and nudity content are inappropriate for display in Australian workplaces and therefore public display. Any venue that welcomes children should be free from public displays of porn.

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 DETERMINATION

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 is features nudity and contains sexual imagery inappropriate for a shopping centre.

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

The Panel 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 Panel noted the complainant's concern that the advertisement contains nudity and sexual imagery which is inappropriate for the relevant audience, including children.

The Panel noted that this poster advertisement was in the window of a store and was visible to people walking past the store, and considered that the relevant audience for this poster would be broad and would include children.



The Panel noted that the advertisement depicted two women in black and leopard print lingerie standing against a car. The women are posed with a brunette leaning against the car and a blonde leaning against her with the blonde woman's hand on the brunette woman's waist, and their breasts touching. The lingerie style is titled "Betty".

The Panel considered that the sexualised attire of the women, although relevant to the product being sold, did not appear to be appropriate to the setting which is standing in a street.

The Panel noted that one of the women's buttocks appear to be completely bare in the advertisement. The Panel considered that the woman may be wearing g-string style underwear, however this was not apparent in the advertisement. The Panel considered that the lingerie is sexualised in design with the inclusion of suspenders and that there is a more sexualised feel to the advertisement due to the woman's pose and the focus on her buttocks.

The Panel considered that there was a high level of nudity in the image and that the image was sexualised. The Panel determined that the image included on a poster that is visible to members of the community passing by the business was not appropriate for the relevant broad audience which would likely include children.

The Panel determined the advertisement did not treat sex, sexuality and nudity with sensitivity to the relevant audience and did breach Section 2.4 of the Code.

Finding that the advertisement breached Section 2.4 of the Code, the Panel upheld the complaints.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Panel's determination. Ad Standards will continue to work with the advertiser and other industry bodies regarding this issue of non-compliance.

INDEPENDENT REVIEWER'S RECOMMENDATION



THE DETERMINATION ON REVIEW

ADVERTISER'S RESPONSE TO IR DETERMINATION