



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0273/12
2	Advertiser	Love and Rockets.tv
3	Product	Sex Industry
4	Type of Advertisement / media	Billboard
5	Date of Determination	11/07/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

Purple background with the word 'Sweetest' typeset to look like flowing honey. The side view of the bottom half of a female torso with the section from midriff to upper thigh completely covered with yellow honey-like graphic. The woman's legs are bare and she is wearing strappy black high-heeled shoes. The accompanying text reads, "Brisbane's sweetest adult club. On Caxton St www.honeybs.tv. HoneyBs".

THE COMPLAINT

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

I have a problem with the fact that my children are exposed to this kind of adult content. I think it unnecessary for them to be made aware of this kind of entertainment at a young age. I regard it my duty to protect them and teach them proper moral values.

THE ADVERTISER'S RESPONSE

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

In response to the complainant's first point about the billboard containing 'adult content' we do not believe that the content of the billboard can be described as such. The person depicted on the billboard has been shot in side profile and we have been very careful to ensure that she is completely covered up and have made an effort to ensure that her pose is neutral and non-suggestive. This image is no different to any number of images that are viewed on mainstream media at any given time. In direct response to section 2.4 of the Advertiser Code of Ethics: Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience. We believe that we have treated the subjects of sex, sexuality and nudity sensitively to the general public by making sure that there is no direct reference to sex, sexuality or nudity in this billboard.

In developing this campaign a great deal of effort was made to ensure that the content was not suggestive or offensive and that there were no overt references to nudity, we believe we have maintained this in the attached creative work. The campaign and the use of 'Sweetest' is a reflection of the 'Honey Bee' theme that the HoneyB's branding suggests and makes a conscious effort, given the audience that will be exposed to this creative, not to refer to nudity directly. This campaign is not targeted at children but given that it is an outdoor campaign we have made sure that the billboard does not include any sexual imagery that is in contravention of Prevailing community Standards, this is in direct response to section 2.4 (Sexualisation) of the Advertising and Marketing Communications to Children point a) must not include sexual imagery in contravention of Prevailing Community Standards. Following on from this we acknowledge that outdoor advertising as a medium is viewed by all cross sections of society and in response to section 2.3 of the Code for advertising to Children 'Placement' we have again made a conscious effort to ensure that the model used on the billboard is fully covered up and ensured that there is no suggestive posing or messaging on the billboard itself. We have done this to ensure that the artwork is acceptable and does not run counter to prevailing community standards.

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 is inappropriate for a broad audience which includes children.

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

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 advertisement features a drawing of a woman's lower half from the rear. She is wearing a yellow dress or skirt and black laced up heels. Her legs are astride the writing "Brisbane's Sweetest Adult Club" – Honey B's.

The Board noted that it was reasonable for an advertiser to depict the name of the venue in its advertising and that there is an obvious connection between the colour of the writing, the outfit on the woman and the use of “sweeeetest” all related to the business name Honey B’s.

The Board noted that the billboard is placed in an area where children are likely to see it but considered that the content of the advertisement is appropriate for a broad audience including children. The Board considered that the image is only mildly sexualized and is promoting an Adult Club which in itself is sexualized in nature. The Board considered however that the image is not a real life image of a woman but rather a drawn image that lessens the sexualized nature of the advertisement.

Considering that the advertisement was not a sexualized image, the Board considered that most members of the community would not find the imagery offensive. The Board determined that the advertisement did treat sex, sexuality and nudity with sensitivity to the relevant audience and that it 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.