



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 12/05 |
| 2. Advertiser | Camara Clothing (Bardot) |
| 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, 8 February 2005 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement which features a young female wearing Bardot clothing kneeling down with one knee raised. She is wearing a mini-skirt and the picture reveals her underwear.

THE COMPLAINT

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

“Pornography contributes to destruction of humanity. Our group requests that this and similar posters be removed as soon as possible”

THE ADVERTISER’S RESPONSE

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

“This campaign has now ended and this image will no longer be displayed. Irrespective of this, our company in no way considers this image to be of a pornographic nature.”

THE DETERMINATION

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

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex, sexuality & nudity.

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