



CASE REPORT

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| 1. Complaint reference number | 226/04 |
| 2. Advertiser | Sachi Australia Pty Ltd (handbag) |
| 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, 14 September 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is an outdoor advertisement which features the side image of a naked female holding onto a Sachi handbag. The outline of her body is able to be seen but she covers her breasts with her hand.

THE COMPLAINT

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

“Young girls in our society already put so much pressure on themselves regarding weight and appearance; do they really need to be exposed to an underweight female image like this as they travel to and from school? Eating disorders and anorexia affect many adolescent girls.”

“The advertisement is: a distraction to bus/car drivers along Pacific Highway; influences young children in inappropriate ways; pornography in a public context where passengers boarding trains and buses of all age groups do not have a choice whether to view it or not.”

THE ADVERTISER’S RESPONSE

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

“Sachi and their advertising agency, 303, are careful to ensure that the executional style of the photography is strictly in the ‘art’ category to reflect the design quality of the Sachi product.”

“In viewing these images, we feel we cannot see any evidence of anorexia. In fact, it is our contention that our talent is even a little ‘heavier’ than most models that are captured in high fashion photography.”

THE DETERMINATION

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

The Board formed 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.