



## CASE REPORT

1. Complaint reference number	131/04
2. Advertiser	Naughty but Nice (Platinum Girls)
3. Product	Other
4. Type of advertisement	Outdoor
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 8 June 2004
7. DETERMINATION	Dismissed

## DESCRIPTION OF THE ADVERTISEMENT

The advertisement is an outdoor advertisement which depicts four women in lingerie. The tagline of the advertisement is “Platinum Girls – Australian Connoisseur’s Magazine. 12 of Australia’s sexiest girls.”

## THE COMPLAINT

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

*“The advertisement is offensive. It degrades, devalues and cheapens women and their roles in relationships, families and society. It is obviously advertising a product that degrades and demeans women.”*

*“Any material that demeans or devalues women by portraying them as objects suitable only for adornment or titillation is, **at best**, contributing to an inadequate representation of women. At worst, it can be potentially highly destructive. Such material, and the promotion of this material, weaken relationships, undermine marriage and erode our society.”*

## THE ADVERTISER’S RESPONSE

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

*“We are promoting a magazine that have women photographed in a classy, tasteful, artistic and elegant manner.”*

*“Its not ‘sexually suggestive’ as there are no means of sexual interactions between the models displayed.”*

## 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 opinion 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 portrayal of sex/sexuality/nudity.

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