

COMPLAINT NUMBER	17/312
COMPLAINANT	J Nicholls
ADVERTISER	Farmers Trading Company
ADVERTISEMENT	Farmers Trading Company, Out of Home
DATE OF MEETING	11 September 2017
OUTCOME	No Grounds to Proceed

Advertisement: The Billboard advertisement for Farmers advertising Bendon Body lingerie shows a group of women dancing in underwear with the slogan “Made to Move.”

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, J Nicholls, said: As part of the Code for People in advertising this advertisement employs sexual appeal that is degrading and exploitative of a group of people and in this case it is young women to sell a product. This illustrates a negative and degrading image of women that would affect the treatment of others towards them that is harmful and incorrect.

The relevant provisions were Code of Ethics - Basic Principle 4; Code for People in Advertising - Basic Principle 3, Basic Principle 4, Basic Principle 5.

The Chair noted the Complainant’s concern that the advertisement used sexual imagery which was degrading and exploitative to women.

When considering the practice of women modelling the underwear, the Chair referred to a previous Ruling (10/776) that concerned a similar complaint. That decision stated, in part:

“The Chairman was also aware that there were many precedents for advertising underwear, and referred to an earlier Complaints Board Decision, 05/293, in which the Board confirmed its long-held view that the use of models wearing the product to advertise lingerie was acceptable to the majority of people.”

The Chair was of the view the above precedents were directly relevant to the Complainant’s issue with advertisements featuring women modelling underwear. The Chair said the image itself was not graphic or salacious and there was no nudity. Therefore, the billboard could not be said to be likely to cause widespread or serious offence in light of generally prevailing community standards and did not meet the threshold to breach the Advertising Code of Ethics or the Code for People in Advertising.

Accordingly, the Chairman ruled that there were no grounds for the complaint to proceed.

Chair’s Ruling: Complaint No Grounds to Proceed