



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0143/18
2	Advertiser	Pretty Little Thing
3	Product	Clothing
4	Type of Advertisement / media	TV - Pay
5	Date of Determination	11/04/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.2 - Objectification Degrading - women
- 2.2 - Objectification Exploitative - women
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement featured two female models wearing clothing from the collection posing around a pool.

THE COMPLAINT

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

Firstly the advert was played during a G rated show that is supposed to be suitable for children to watch unsupervised. It is offensive as it is exploiting the sexualisation of women, it is predicting them as a sexual objective particularly as they are exploiting the fact that they are not wearing underwear which obviously they are filming their breasts up close in multiple parts of the advert. Why in this day and age are we still depicting young women in a sexually suggestive way that rather than advertising the clothes. I found it offensive. You can see through the clothes that they were wearing to see their breasts and nipples. This is totally unacceptable.



THE ADVERTISER'S RESPONSE

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

Description of ad

This television advertisement featured mainly shots of the clothing accompanied by music. A script hasn't been included as there was no dialogue.

- *Opens on the website name prettylittlething.com.au*
- *Two models display the new Pretty Little Thing collection.*
- *Some pricepoints on display – shorts \$25, top \$12*
- *Numerous shots and camera cuts to show off each outfit*
- *Models outfits are all on-trend and relevant to the current industry trends and consumer preferences at this point in time*
- *Company name displayed throughout the ad*

Response

All clothing items are relevant to the target audience and are reflective of current fashion trends. Models are not displayed in a suggestive or sexual manner.

As there is no sexual content or nudity in this ad, we believe it communicates the products with sensitivity, as per Section 2.4 of the Code of Ethics

In regards to Objectification (2.2)

“Exploitative means (a) taking advantage of the sexual appeal of a person, or group of people, by depicting them as objects or commodities; or (b) focussing on their body parts where this bears no direct relevance to the product or service being advertised.

Degrading means lowering in character or quality a person or group of persons”.

This creative does not exploit or degrade women, it celebrates different body types. The models themselves post similar images on their Instagram pages.

The advertiser is socially conscious of young women's body image issues and takes great effort in making all women feel attractive and included.

THE DETERMINATION

The Ad Standards Community Panel (the “Panel”) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the “Code”).



The Panel noted the complainant's concern that the advertisement exploits the sexualisation of women, shows implied nudity and is inappropriate for viewing by children.

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

The Panel noted that the complaint was received after 1 March 2018 and therefore the complaint was considered under the version of Section 2.2 of the Code which states: "Advertising or marketing communications should not employ sexual appeal: (a) where images of Minors, or people who appear to be Minors, are used; or (b) in a manner which is exploitative or degrading of any individual or group of people."

The Panel noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

"Exploitative - means (a) taking advantage of the sexual appeal of a person, or group of people, by depicting them as objects or commodities; or (b) focussing on their body parts where this bears no direct relevance to the product or service being advertised.

Degrading – lowering in character or quality a person or group of people."

The Panel considered the television advertisement features two women wearing the advertiser's clothing posing around a pool area.

The Panel noted the complainant's concerns that the advertisement was presenting women as sexual objects by exploiting the fact that they are not wearing underwear and are wearing tight fitting clothing.

The Panel noted the advertiser's response that the creative does not exploit or degrade women, and celebrates different body types.

The Panel noted that the advertisement features both wider shots and close-ups of the model. The Panel noted that the close up scenes of the models are focussed on the product being advertised and are not specifically directed at the models' bodies.

The Panel considered that the women in the advertisement appeared empowered and strong, and that there was no suggestion of their character being degraded.

The Panel determined that the advertisement did not employ sexual appeal that was exploitative or degrading of any person or group of people and therefore did not breach Section 2.2 of the Code.

The Panel then 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 Panel noted that the advertisement aired on the Lifestyle channel on Pay TV and would be visible to a broad audience, which would include children.

The Panel considered that there is no nudity or overt sexualisation of the models in the advertisement, and noted that close up scenes are of the clothing and not focussed on the model’s’ bodies. The Panel noted that the poses of the models are relevant to the promotion of the clothing and the models do not pose in an unacceptable or sexually suggestive manner.

The Panel determined that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaint.

