

IAP JURY DECISIONS

Full title of law or regulation	Code of Marketing Communication Self-Regulation 63rd edition effective March 8th, 2017 http://www.iap.it/wp-content/uploads/2017/03/Code-of-Marketing-Communication-63rd-edition-8.3.17.pdf
Title of relevant section	Article 10 – Moral, Civil, and Religious Beliefs and Human Dignity. Marketing communication should not offend moral, civil and religious beliefs. Marketing communication should respect human dignity in every form and expression and should avoid any form of discrimination, including that of gender.
Advertiser and advertising	Aquilanti S.p.A. Billboard promoting bathroom furniture/ baths. http://www.gregsregs.com/downloads/IT_IAP_ExampleAd_ImageWomen_Arts.9_10.jpg Depicts a naked woman holding up a sign (covering her dignity) with the message: <i>"Bring us your measurements"</i>
Comment and ruling	The Jury declared that the advertising was contrary to Art. 10, para. 2 of the Code. The fact that an image of a nude woman had been used was not the issue; the common approach/ understanding of the Jury is that presenting a nude woman in an advertising image does not necessarily impact on the common sentiment of the public. It was therefore acceptable, that in advertising bathroom furnishing solutions, Aquilanti has used the image of a young woman who, according to the Jury, is not provocative or vulgar. The Jury, however, believed that the message, especially in the words used, lent itself to being read as a vulgar double meaning of sexist content.
Decision link (IT)	http://www.iap.it/2017/05/pronuncia-232017/
