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The Advertising Standards Authority Limited  
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Internet <http://www.asa.org.uk>

Cllr E Goodman  
Chair  
CAC  
23 Budgen Drive  
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Surrey RH1 2QB

Please Quote: A00-08283

21 December 2000

Dear Cllr Goodman

Thank you for your letter of 19 December about the ASA Adjudication on the Yves St Laurent Opium perfume advertisement.

I am sorry that you feel that the Authority got this one wrong. As you no doubt know the ASA administers the industry's Codes which state that all non-broadcast advertising must be legal, decent, honest and truthful and prepared with a sense of responsibility towards consumers and society. The ASA took the view that the ad was acceptable in magazines but concluded that the same image was likely to give serious or widespread offence when reproduced as 48 sheet posters in the high street. This poster has drawn the largest number of complaints of any advertisement in the past five years.

These decisions are never easy since one person's offensive image is another person's work of art but I hope you will feel that the Authority has approached this issue in a responsible manner even if you do not agree with our conclusion.

I should like to thank you for taking the trouble to write to us with your views.

Yours sincerely

Christopher Graham  
Director General