



CASE REPORT

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| 1. Complaint reference number | 30/04 |
| 2. Advertiser | Celeste Corporation Pty Ltd (Jiffy Foods) |
| 3. Product | Food |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 17 February 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a radio advertisement with the jingle: “She’s my Jiffy girl.” The advertisement has a female voiceover offering to bring lunches to the office so that the staff do not have to leave for lunch.

THE COMPLAINT

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

“It is obvious that Jiffy employ specifically ‘girls’ to sell their products from their mobile van services, and yet would deny they are not an equal opportunity employer. The advert certainly does not reflect their status as an equal opportunity employer their advert appears to promote discriminatory suggestion in favour or bias towards ‘girls’ or female gender.”

THE ADVERTISER’S RESPONSE

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

“[The complainant] submitting the complaint clearly does not know anything about Jiffy Foods, because if he did, he would know that we have both male and female drivers and in fact one of our male drivers has been here for over 16 years.”

“We do not discriminate against any gender.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board noted that although the advertisement depicted a female Jiffy staff member, the advertiser had advised that both males and females are employed by the company.

The Board found that the depiction did not contravene the provisions of the Code relating to discrimination (sex)/vilification.

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