



CASE REPORT

1. Complaint reference number	454/03
2. Advertiser	Pizza Haven
3. Product	Food
4. Type of advertisement	TV
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 depicts the backs of three women wearing red bikinis. The next shot is of two young men saying to each other that they can't believe they picked all this up for \$21.95! The camera then shows the front of the three women, one holding a pizza, another a drink, and the other holding some bread.

THE COMPLAINT

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

"The innuendo is offensive, and yet again another advertisement tries to validate and perpetuate sexist, belittling attitudes towards women. The use of supposed humour does not mitigate the attitude."

"I know it is a joke but I believe it encourages sexist attitudes in viewers, which at that time include many children and young people."

THE ADVERTISER'S RESPONSE

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

"... the commercial was produced with a 'tongue-in-cheek' attitude and we do not believe that it in any way encourages sexist behaviour."

"The women are wearing bikinis that cover a generous amount of their bodies as you would see at any Australian beach."

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 in the context of prevailing community standards, the majority of people would find this advertisement humorous rather than offensive.

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.