



CASE REPORT

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| 1. Complaint reference number | 102/04 |
| 2. Advertiser | Conrad Jupiters (Eye Candy) |
| 3. Product | Gaming |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1 |
| 6. Date of determination | Tuesday, 11 May 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement which depicts a group of dressed up male and females squashed into and pressed up against the sides of a candy jar. The tagline of the advertisement is “Eye Candy.”

THE COMPLAINT

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

“... these interpretations are sexist, demeaning and outdated when portraying women in 2004.”

THE ADVERTISER’S RESPONSE

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

“The concept is essentially a metaphor for the Jupiters Atrium bar, which is an open bar, situated at the very centre of Conrad Jupiters.”

“The symbolic use of a candy jar as the Atrium and diverse candy representing the many different types of people who frequent the Atrium bar.”

“Certainly we are portraying the younger end of the Atrium bar target audience as they are an important segment of the audience. Both men and women are depicted in the candy jar and all are appropriately dressed and aspirationally attractive.”

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 not find this advertisement 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.