



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0011/13</b>
<b>2</b>	<b>Advertiser</b>	<b>Lion</b>
<b>3</b>	<b>Product</b>	<b>Alcohol</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Transport</b>
<b>5</b>	<b>Date of Determination</b>	<b>30/01/2013</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.1 - Discrimination or Vilification Gender

### DESCRIPTION OF THE ADVERTISEMENT

Image of a well dressed man and a woman. The woman is sipping a beer 'Stella Artois' from a glass and the man is gazing at her. The text reads "Stella Artois - she is a thing of beauty".

### THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

*The inference that a woman is a thing, a commodity, comparable to beer is offensive to me.*

### THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

*With regards to Section 2, Clause 2.1 of the AANA Advertiser Code of Ethics, the advertisement referenced is in no way in breach of this Section.*

*To provide some relevant background, Stella Artois enlisted famous photographer Bert Stern to produce the advertisement (as part of a wider campaign for Stella Artois). The creative approach is*

*to position Stella Artois as the 'most premium beer in the world' by depicting the finer things in life and creating a sense of luxury. The advertisement is directed towards Stella Artois' target consumer*

*- a more sophisticated beer drinker who leads a certain lifestyle. This includes both men and women.*

*We believe the advertisement abides with prevailing community standards on gender and do not believe that a reasonable person would consider the advertisement to discriminate against women.*

*The tagline She is a thing of Beauty simply conveys the message that the beer is no ordinary masculine beer brand, Stella Artois is instead a sophisticated feminine beauty. Stella Artois is a 'SHE'*

*hence the expression She is a thing of beauty is referring to the beer. The woman represents the target consumer, a sophisticated woman who is enjoying the finer things in life.*

*Lion is confident the advertisement is compliant with the Code of Ethics.*

## **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 the complainant’s concerns that the advertisement discriminates against women by commodifying them and likening them to beer.

The Board reviewed the advertisement and noted the advertiser’s response.

The Board first considered whether the advertisement was in breach of section 2.1 of the Code.

Section 2.1 of the Code states that Advertising or Marketing Communications shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.”

The Board noted that the advertisement depicts a very well dressed man and a woman facing each other. With the woman holding a glass of the beer and the text reads “she is a thing of beauty”.

The Board noted the complainants concerns that the advertisement portrays women as a commodity and comparable to beer.

The Board considered whether the advertisement discriminated against women.

The Board noted that the advertisement depicts the woman as very glamorous and beautiful and depicts the man in a position where he is gazing at her and admiring her beauty.

The Board noted that the placement of the text “she is a thing of beauty” underneath the logo for the beer is not suggestive that the woman is necessarily a commodity available to men. The Board considered that most reasonable members of the community would recognize the connection between the beer product and the glamorous woman and the idea that the Stella Artois is in fact what the advertisement is referring to and drawing the attention of the audience to.

The Board considered that the words “she is a thing of beauty” is a positive, not offensive comment. The Board noted that the woman was portrayed as being empowered rather than being commodified.

The Board considered that the advertisement does not discriminate against women and does not breach Section 2.1 of the Code.

Finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaints.