



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0155/18
2	Advertiser	Australian Liquor Marketers
3	Product	Alcohol
4	Type of Advertisement / media	Promo Material
5	Date of Determination	11/04/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Gender

DESCRIPTION OF THE ADVERTISEMENT

This catalogue advertisement was the Squealing Pig Rose featured in the IGA Liquor Christmas Catalogue as a “gifting suggestion perfect for mum” valid between the promotional period 6 December till 19 December.

THE COMPLAINT

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

The brand being Squealing Pig, been chosen as being perfect gift for mum. It is offensive and degrading to women and in particular any mother.

THE ADVERTISER’S RESPONSE

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

The response is as follows:

1. The advertised product, Squealing Pig Rose was featured in the IGA Liquor Christmas





Catalogue as a “gifting suggestion perfect for mum” valid between the promotional period 6 December till 19 December.

2.A copy of the catalogue has been attached separately to the email response.

3.We believe the placement of this advertisement does not breach the code by discriminating or vilifying the female gender. Specifically:

a.Squealing Pig is a trademark owned by Treasury Wine Estates with the Rose variety one of the most awarded of its kind from Marlborough region.

b.The success of The Squealing Pig Rose, particularly the appeal with the female demographic, was the reason it was chosen as a gifting option.

c.The communication in no way references or associates females to the product brand name.

THE DETERMINATION

The Ad Standards Community Panel (the “Panel”) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the “Code”).

The Panel noted the complainant’s concern that the advertisement vilifies women, and mothers in particular.

The Panel viewed the advertisement and noted the advertiser’s response.

The Panel considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray 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 Panel noted this print advertisement appeared in an IGA Liquor catalogue before Christmas, and advertised the Squealing Brand of wine as ‘Perfect for mum’.

The Panel noted the complainants’ concern that the advertisement vilifies women, and mothers in particular, by likening them to squealing pigs.

The Panel noted the advertiser’s response that the Rose variety of Squealing Pig is an awarded wine and its success with the female demographic is the reason it was chosen as a gifting option.

The Panel considered that the message from the advertiser was that a bottle of Rose would be an ideal gift for Mum, and there is no specific association to the variety brand name.

The Panel considered that many wine brands have unusual names, and that the brand name being associated with a recommendation as a gift was not vilification against a



group of people in society.

The Panel considered the advertisement did not portray material in a way which discriminates against or vilifies a person on the basis of gender and did not breach Section 2.1 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaint.