



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0212/10</b>
<b>2</b>	<b>Advertiser</b>	<b>Lion Nathan Aust Pty Ltd</b>
<b>3</b>	<b>Product</b>	<b>Alcohol</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>TV</b>
<b>5</b>	<b>Date of Determination</b>	<b>12/05/2010</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Dismissed</b>

### ISSUES RAISED

2.2 - Violence Other

### DESCRIPTION OF THE ADVERTISEMENT

End visuals of Extra dry in esky with caption: "Extra dry the clean crisp taste"

### THE COMPLAINT

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

*Beer adverts are becoming more and more aggressive towards women. Why is it important to drown women or hurt womens voices to enjoy beer?*

### THE ADVERTISER'S RESPONSE

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

*The advertisement questioned is the 'Pegby' TVC, which is part of Tooheys Extra Dry's latest advertising campaign. The ad campaign features two TVCs, shot from the point of view of two different characters - one from a 'Peg by', and one from a woman, 'Blue Eyes'. In both TVCs the characters are on individual versions of a night out, and unique journeys to the 'clean, crisp taste', During these journeys, the characters are able to pause distractions*

*along the way. In the case of the man, he is able to pause people with a peg. In the case of the woman, she is able to pause people with feathers.*

*It is understood the complaint in question will be evaluated against Section 2 of the AANA Code of Ethics and against the specific complaint itself - which proposes the TVC shows violence against women, when the main male character is shown to place a peg on a woman's voice box.*

*This statement is inaccurate, and at no stage does the man place the peg on the woman's voice box, In this scene, the man is leaving his apartment when his female landlord starts shouting at him - at which stage he clips the peg to her blouse and puts her on pause. We then follow the man on the rest of his journey, during which he also pauses a man on the dance floor, by placing a peg on his shirt.*

*During the TVC both men and women are 'paused' - this action is not violent in any way, Additionally, one of the main characters in the campaign is a woman, who is able to pause distractions in the same way as the male character - demonstrating both sexes are represented equally throughout the campaign.*

*Tooheys Extra Dry has a long history of innovative and creative advertising campaigns, and is enjoyed by both men and women across the country. We are confident that the overwhelmingly positive feedback we have received to date and the absence of similar interpretations means the TVC is in line with community standards and does not in any way breach Section 2 of the AANA 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 concern that the advertisement depicts violence against women.

The Board considered whether the advertisement complied with section 2.2 of the Code which requires that: 'Advertising or marketing communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised.'

The Board viewed the advertisement and noted the man's placement of a peg on the woman's clothes which stops her speaking or 'pauses' her. The Board considered that the advertisement is styled in a way to be suggestive of a music video. The Board considered that the placement of the peg on the woman or on other people during the advertisement is not a depiction of violence and is not suggestive of or condoning of violence against women. The Board determined that the advertisement did not depict violence and did not breach section 2.2 of the Code. Finding that the advertisement did not breach the Code, the Board dismissed the complaints.