



CASE REPORT

1. Complaint reference number	105/99
2. Advertiser	Pepsi-Cola Bottlers Australia (Diet Pepsi)
3. Product	Food
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 13 April 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement comprises text and a photograph. The predominant photograph is of a woman (head and shoulders). Above the photograph is a small text box containing a photograph of a smiling man and the words, 'Mr Right knows when there's no money left in the bank, it's because he should have made more.' At the foot of the advertisement, underneath the photograph of the woman's face is a smaller text box containing the words, 'You may never find him, but at least you've found great taste.' Next to the latter text box is the diet Pepsi logo together with the words, 'diet Pepsi This diet?'

THE COMPLAINT

Comments the complainant made regarding the advertisement included the following:

'...I find (the advertisement) offensive in both the way (it portrays) women behaving and supposedly wanting and also, perhaps more so, in the way (it portrays) men, ie as creatures who are only here to supply money and pleasure to women. If such ads were reversed, there would be an outcry over their sexist portrayal of women.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the advertisement did not constitute discrimination or vilification and did not breach the Code on this ground. The Board was satisfied that the advertisement did not breach any other sections of the Code and dismissed the complaint.