



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 108/98 |
| 2. Advertiser | Melbourne Gas Conversations Group Pty Ltd |
| 3. Product | Hardware/machinery |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 August 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement includes a drawing of a large-breasted, bikini-clad woman filling up a car with LPG gas. The wording alongside this illustration is, ‘With LPG you won’t go bust.’

THE COMPLAINT

Comments the complainant made about the advertisement included:

‘I find this ad distasteful (sic), sexually degrading, reminiscent of the 70’s genre “women are to be seen and not heard” “barefoot and pregnant” etc etc, abusive towards women, insulting offensive...’

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 was of the opinion that this advertisement did not constitute discrimination or vilification. The Board dismissed the complaint.