



CASE REPORT

1. Complaint reference number	119/99
2. Advertiser	Freeman Home Improvements & Kresta Blinds
3. Product	Housegoods/services
4. Type of advertisement	TV
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 advertisement features two male voiceovers. The first male says to the second, ‘How’s your love life going?’ to which the latter answers, ‘I’ve been seeing this beautiful girl next door...’ The advertisement shows a set of vertical blinds with spaces in between (in a window frame) and a woman dressed in a towel appears at the window and is visible between the spaces in the blinds. She looks shocked (mouth open) and proceeds to close the blinds as the second man continues, ‘Yeah...but she went and bought Kresta Blinds recently.’ The advertisement concludes by providing advertiser details.

THE COMPLAINT

Comments which the complainant made regarding this advertisement included the following:

‘I am writing to complain about an incredibly sexist advert... Sometimes there are shots of a girl in a towel closing the vertical blinds.’

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 the Code on any other grounds and would not offend prevailing community views. The Board dismissed the complaint.