



## **CASE REPORT**

1. Complaint reference number	12/02
2. Advertiser	Seagram Pacific (Chivas Regal)
3. Product	Alcohol
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Health and safety – section 2.6
6. Date of determination	Tuesday, 12 February 2002
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The outdoor advertisement depicts a female shape, in the style of the cut-out form attached to ladies' lavatories, alongside the caption, 'If only they were this simple.' Beneath the caption is the Chivas Regal logo and the further caption, 'When you know'.

## **THE COMPLAINT**

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

*'Yet again they have a sexist advert that is demeaning to women. The implication is yet again that women should be objectified. .... I want Chivas Regal to stop objectifying women, particularly given the links between alcohol use and violence against women.'*

*'In my opinion this not only draws on degrading stereotypes of women as "complicated" and "demanding", it is flagrantly disrespectful and misogynist.'*

## **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, on the basis of prevailing community standards, the material within the advertisement did not constitute discrimination or vilification and did not breach the Code's provisions relating to health and safety.

Finding that the advertisement did not breach the Code on these or any other grounds, the Board dismissed the complaint.