



CASE REPORT

1. Complaint reference number	120/99
2. Advertiser	Portmans Consolidated Pty Ltd
3. Product	Retail
4. Type of advertisement	Radio
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 radio script includes the following:

Woman no. 1: ‘Do you mean to say that James is going to take you to the...Portmans Warehouse Sale...oh and he’s going to buy you your favourite shirt?’

Woman no. 2: ‘...and possibly a dress.’

Woman no. 1: ‘How on earth did you get him to do that?’

Woman no. 2: ‘Well I (words beeped out) and then (words beeped out and sounds of giggling) and... when he was just (beeped out again and giggles again)

Different female voiceover: ‘A girl will do anything to get to the Portmans Warehouse Sale...Get the look.’

THE COMPLAINT

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

‘I find it so offensive to suggest that a young woman have only one way to afford cheap clothing, and that is to trade sexual favours with a man. Also that it is not a disgraceful act but, simply a funny thing to talk about afterwards...young women cannot be given messages by these old bitter blokes...’

THE DETERMINATION

The Advertising Standards Board (‘the Board’ considered whether the advertisement breached 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.

The Board noted that the advertiser had voluntarily modified the advertisement.