



CASE REPORT

1. Complaint reference number	121/00
2. Advertiser	Valvoline Aust Pty Ltd
3. Product	Other
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 11 April 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts two men in the garage/workshop of a house. Both have their arms folded as the older man says to the younger, 'Treat 'em with love, care and respect and they'll never play up on ya.' He closes the bonnet/boot of a car. Both put their hands in their pockets as the older one says, 'On the other hand, there's women.' They laugh. The caption, 'You can tell who uses Valvoline', is superimposed on-screen. 'Cor. Yeah', says the older man over the Valvoline logo and website.

THE COMPLAINT

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

'..... the Valvoline advertisement is the most sexist advertisement that I have ever seen. The advertisement features a father giving "advice" to his son, which leaves the viewer in no doubt about his low opinion of women. I can only assume that the makers of Valvoline are such Neanderthal misogynists that they believe their market is an entirely male one.'

THE DETERMINATION

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

The Board was of the view that the material contained within the advertisement did not constitute discrimination or vilification and did not contravene prevailing community standards. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.