



CASE REPORT

1. Complaint reference number	129/08
2. Advertiser	Cockatoo Ridge Wines Ltd
3. Product	Alcohol
4. Type of advertisement	Outdoor
5. Nature of complaint	Discrimination or vilification Gender - section 2.1
6. Date of determination	Monday, 19 May 2008
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a barefoot young woman in a flowing sun dress. She is walking toward the camera across a field with blue sky in the background. Superimposed to the right of the image is a bottle of Cockatoo Ridge wine. Text beneath the image reads: 'She loves a Cockatoo' and underneath in smaller print 'Cockatoo Ridge Wines. Why wouldn't you?'

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The ad is crass, vulgar, and offensive and cheapens and demeans women. I would also suggest that it feeds into appalling, outdated and offensive stereotypes about women and alcohol. Anyway, do young women really need to see ads like this; especially young girls and young women on their way to the nearby girls school at Sommerville House? The advertiser may attempt to claim that it is just a bit of "adult humour" but I would suggest that it is far from that and is more akin to that of 15 year old. There is nothing "clever", "witty", "entertaining" or even informative about this ad; it is merely an offensively crude, sad little pun. If there really are "standards" in advertising and you are the guardians of the same, then please, get shabby, vulgar ads like this out of the public eye.

Obvious sexual innuendo, sexualisation of women.

Extremely sleazy and lowbrow. It is offensive.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

Our target market is young women who enjoy drinking our product.

The photograph depicts our model Erin McNaught as the face of our target market in a beautiful flowing dress flanked by the landscape of the Barossa Valley with the caption 'She loves a cockatoo', followed by our company caption, 'Why wouldn't you'.

The line itself describes her intent for a glass of Cockatoo Ridge Sparkling Wine. We are intending our brand to reflect the independence and personality of Australian women who are in control of their lives and who enjoy Cockatoo Ridge Wines.

This 12 week National Billboard campaign is in its 6th week and has a number of differing captions across the photographs. The other captions are "McNaughty but nice", referring to Erin's media profile and the taste of the wine, and "Who's a Cheeky Girl then", referring to a play on our

Cockatoo name and again, Erin's media profile. These captions are interchanged across the 6 photographs used (including the attached) on a 4 week cycle.

We are sorry there has been a misinterpretation of our intent with this caption, as it was never our creative strategy intention to cheapen or demean women in any shape or form.

THE DETERMINATION

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

The Board noted the complainants' concerns and reviewed the complaints under Section 2.1 of the Code which deals with discrimination on the basis of gender. The Board also considered the advertisement under Section 2.3 which deals with the appropriate use of sex and sexuality.

The Board viewed the billboard and noted the combination of the image of an attractive young woman and the words 'she loves a cockatoo'.

The Board considered that the advertisement clearly made use of a double entendre and that Advertiser should have acknowledged this in their response.

The Board discussed the advertisement in the context of a misogynistic reading in which the advertisement clearly suggests that the woman portrayed loves men's sexual organs.

They then discussed it in terms of a more playful "Sex in the City"- type reading where the double meaning could be seen as humorous rather than literal.

The Board also noted the comedian Austen Tayshus had used the phrase 'she likes a cockatoo' in his single *Australiana* which was released in 1983. The Board agreed that since that time the phrase has become well known across most sectors of the community.

The Board further considered that the fact a cockatoo was pictured on the bottle reduced the impact of the double meaning.

The Board was split in its decision to uphold or dismiss the complaint and a decision was reached via a chairman's vote. The Board found that the advertisement erred on the side of humour and that as such it did not breach section 2.1 or 2.3 of the Code.

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