



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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|-------------------------------|---|
| 1. Complaint reference number | 13/00 |
| 2. Advertiser | Hotjobs.com |
| 3. Product | Employment |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 8 February 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The outdoor billboard advertisement consists of the text reading ‘How to get ahead without giving it ... Hotjobs.com.au ... The experienced professional’s job board’.

THE COMPLAINT

Comments that the complainant/s made regarding this advertisement included the following:

“This is a clever play on words and if a comic were saying it in a private club or somewhere else it may be acceptable, but it is not acceptable on a public noticeboard.”

“... full of sexual innuendo which is offensive, discriminatory and in poor taste.”

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 content of the advertisement did not constitute discrimination or vilification, nor did it contravene community standards in its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.