



## **CASE REPORT**

1. Complaint reference number	133/00
2. Advertiser	Glenellerslie Herefords
3. Product	Other
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 9 May 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement, captioned ‘Want good rumps on *your* cattle?’, sub-captioned ‘You need a Glenellerslie Hereford stud bull’, comprises text, a cartoon sketch and the advertiser’s logo. The cartoon depicts the back view of a naked woman seated on a rail and wearing an Akubra-style hat.

## **THE COMPLAINT**

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

*‘I object to the advertisement on 2 grounds. Firstly I believe it equates women with cattle. Secondly it is assuming that the prospective buyers of their product are male.’*

## **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 determined that the depiction of the woman within the advertisement did not constitute discrimination or vilification and that the advertisement did not breach the Code on these or any other grounds. It was noted that the advertisement was presented in a humorous context. The Board, accordingly, dismissed the complaint.