



## **CASE REPORT**

1. Complaint reference number	134/98
2. Advertiser	Roadshow Film Distributors (Welcome to Woop Woop)
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Language – use of language – section 2.5
6. Date of determination	Tuesday, 8 September 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement show a clip of the film ('Welcome to Woop Woop'). It begins with the words, 'Welcome to Woop Woop., See the role that was made for Pauline Hanson'. The advertisement then shows a blonde woman carousing in a pub followed by a scene where the same woman, is shown to be holding what appears to be an alcohol beverage in one of her hands and behaving in a seemingly drunken and coarse manner using language like 'can of piss'.

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*'I understand that coarse/foul language has unfortunately come into everyday usage in films and on television, but the inference was objectionable. The disgraceful press, media, politicians and "trendy" intellectuals, who have created racial violence in and outside of this country with unprecedented attacks on Pauline Hanson, would no doubt find it quite amusing. I didn't!'*

## **THE DETERMINATION**

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

The Board was of the view that the advertisement would not offend prevailing community standards and its portrayal did not amount to discrimination or vilification. The Board was of the view that the advertisement did not breach the Code and dismissed the complaint.